

THE COSTCO CONNECTION[®]

April 2013 • Volume 28 • Number 4

A lifestyle magazine for Costco members

Jeff Raikes, CEO of
the Bill & Melinda
Gates Foundation

The strongest medicine

The Bill & Melinda Gates
Foundation brings hope
where it's most needed **28**

NEW!
The Connection
connects



Scan or click this cover
to see a video about
vaccines, one of 51
direct connections
to the digital world
in this issue. (See page
5 for scanning details.)

Greening your biz **27** • Bridal shower tips **51** • True cost of tires **78**

THE COSTCO CONNECTION

Welcome to **The Costco Connection** *Online Edition and Newsstand Edition*

Digital editions of *The Costco Connection* and other Costco publications are available in the *Online Edition* and in the *Newsstand Edition* available for mobile devices.

The *Online Edition* opens to the current issue, with back issues found under the Back Issue tab and "The Costco Way" cookbooks under the Resources tab.

The *Newsstand Edition* opens to the current issue in a library populated with a mix of back issues and "The Costco Way" cookbooks.

Reader Survey: Complete a brief survey and enter a drawing for a Costco Cash card. Our reader survey is open to all *Connection* readers looking to weigh in on our content or on Costco in general; or email your comments anytime directly to connection@costco.com.

Advertising information: [Media Kit \(lite\)](#) [BPA/ABC](#)

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- **Costco Beer, Wine and Spirits Locator**
State-by-state look at what types of alcoholic beverages are sold at different Costco locations
- **Costco Business Centers Locator**
Including hours of operation and special business-center events



Mobile resources

Have you downloaded the free **Costco Connection Newsstand Edition**? It's a tablet-friendly way to take *The Connection* with you when on the go, and delivers the current issue as well as access to dozens of back issues and cookbooks. It's available for tablets and smartphones at the Apple and Google Play app stores.



And don't miss the official **Costco App**. This free app is the best way to manage all things Costco: from maps to all Costco locations and online shopping to coupon delivery, photo orders and QR-code scanning. It's available at the Apple and Google Play app stores.

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** Estimated savings are calculated over a 7-year period and are based on a comparison of lender fees, rates and points expressed as an Annual Percentage Rate (APR) of 4.125% for a \$250,000 30-year fixed rate loan with a LTV-80, comparing loans obtained by Costco members through First Choice Lenders from Dec. 1, 2010, to Sept. 30, 2012, to the APR average of national mortgage lenders in a comparative study conducted by Informa Research Services, Inc. Individual savings will vary based on interest rate, loan amount, term, credit score and LTV. Individual results may vary.

13EX0534 1/13

Costco Services: Mortgage – Purchase & Refinancing



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Scan or click here to watch a video about the reduced childhood mortality rate in Ethiopia. (See page 5.)

28 COVER STORY

Make the world a better place? That's just the job for Jeff Raikes, CEO of the Bill & Melinda Gates Foundation.

BY WILL FIFIELD

Labor of love

© BILL & MELINDA GATES FOUNDATION/FREDERIC COURBET

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Every member has a unique story.

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Think Costco First

Response to Storm Creates a Customer for Life

When Superstorm Sandy devastated the East Coast last fall, Ameriprise Auto & Home Insurance client and Costco member Gary, of New York, stayed safe during the storm, but his vehicles were damaged beyond repair.

Gary needed to get around after the storm, but due to the overwhelming demand, there were no vehicles available to rent. Because of the efforts of his claims representative, Gary received his claims check within a few days, so he didn't even need a rental vehicle. He was able to pick up his new vehicles shortly after that.

"Ameriprise was quick with my claims," Gary said. "They handled my claims, listened to my problems ... everything was very good. I'm hearing from a lot of people with other companies that they're struggling with service. I'm glad I have Ameriprise."

"I can't say enough about Ameriprise," Gary said. "I am a customer for life."



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Testimonial and photos are from an actual Costco member. Individual savings and experience may vary.

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Costco Services: Auto & Home Insurance

The digital editions

SELECTED ARTICLES AND ADS in the print and digital editions of *The Connection* are now enhanced with video clips or other digital content.

In this issue, a tablet icon indicates additional material available in articles. Ads with digital enhancements display a universal "play" button.

Two apps, three ways to view

There are three different ways to enjoy enhancements to *The Connection*.

If you have a computer with an Internet connection, you can view *The Connection's* Online Edition at www.costcoconnection.com or through links on Costco.com.

If you want to access *The Connection* on the go, there is a mobile app version of *The Connection* for tablets and Apple and Android smartphones called the *Newsstand Edition*. This mobile app can be downloaded from the iTunes or Google Play app stores.

The third option provides a way to view digital enhancements directly from the print edition, through a technology known as watermarking (more information on page 22). To view the watermarked digital enhancements, download the free Digimarc Discover app from the iTunes or Google Play app stores and use your mobile device to scan as instructed on the printed page.

Readers using the digital editions of the magazine can **click** the icons and play buttons, while those reading the print edition can **scan** these same pages with the Digimarc Discover app.



DIGITAL CONTENT

Readers will find dozens of digital enhancements throughout this magazine, including:

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- Watermarking article, page **23**
- Bathroom tissue trunk stuffer, page **43**
- Autism Awareness Month, page **67**
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The thyroid is small but powerful. Making sure it's healthy is key.

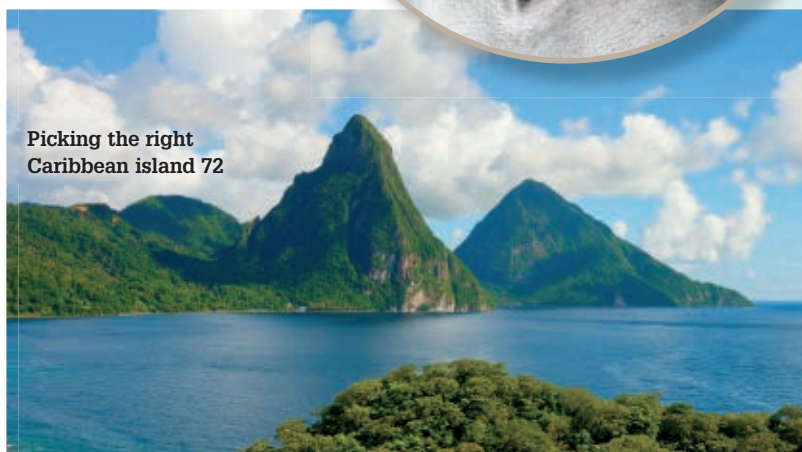
BY HEIDI SMITH LUEDTKE

COVER PHOTO: © BILL & MELINDA GATES FOUNDATION/PRASHANT PANJIAR



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MEDIA Bakery



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from the publisher's desk

Ginnie Roeglin

IN THIS MONTH'S issue we are pleased to feature the great work being done by the Bill & Melinda Gates Foundation, led by Jeff Raikes. Raikes, who is also a member of Costco's board of directors, was a 27-year senior executive at Microsoft before he left to serve as CEO of the largest philanthropic organization in the world. Since it was established in 2000, the foundation has paid \$25 billion in grants to organizations in more than 100 countries, funding advancements in global health, global development and education. You can read more about the foundation's work, and Jeff Raikes, beginning on page 28.

We are also pleased to introduce expanded digital content, denoted by an icon with a red capital C or other image and accessible from a smartphone or tablet, in this issue. To view the content, you must first download the free Digimarc Discover app from the iTunes or Google Play app stores. Then, whenever you spot the icon, simply scan as directed using the scanner in the app on your mobile device to access the digital content. Speaking of apps, you can also download a digital version of this entire magazine or any of our cookbooks to read on your mobile device. Just download the free Costco Connection app from the Apple App or Google Play store.

The summer wedding season is nearly upon us. If you are about to propose, take a look at the stunning selection of diamond rings on pages 48 and 49, now available in our warehouses and on Costco.com. Be sure to check Costco first for all of your wedding needs, including invitations, floral bouquets, photo books and gifts. Costco Travel also offers great values on honeymoon vacations. Simply go to Costco.com and click on "Travel" at the top of the home page. If you are planning a bridal shower, you'll find many tips on page 51 to save money on an elegant party.

A special send-off gift for any couple is a cookbook of favorite family recipes. The story on page 46 will help you get started on creating a family cookbook. After gathering your favorite recipes and photos of the dishes or your family, click on "Photo" at the top of our home page and select "Photobooks."

Happy April from all of us at Costco! ☺



Ginnie Roeglin is Senior Vice President, E-Commerce and Publishing, and Publisher of The Costco Connection.

from the editor's desk

David W. Fuller



David W. Fuller is Assistant Vice President, Publishing, and Editor of The Costco Connection.

CONTINUOUS IMPROVEMENT is an old management consultants' saw that I've always felt cuts in the right direction.

If you are reading our print edition right now, you will no doubt notice what I believe is an exciting improvement in our ability to tell our stories and keep you informed about the world of Costco. Beginning with this issue, you will be able use a smartphone or other mobile device to connect directly from the printed page to additional digital content. Using a free downloadable scanning application on your tablet or smartphone (see page 5 for details), you will be able to see and hear some of the people, places and events we cover.

We have chosen to use watermarking technology, which allows us to embed the codes for these digital enhancements (for both articles and advertising) within photos or elsewhere on a page without negatively affecting design. You can read more about watermarking on page 22.

This is a game-changing tool for publishers, who rapidly are adapting their operations to this and similar technologies that are likely to give print a well-deserved second breath of life after years of struggling with the advent of digital publishing. In a real sense, the digital and print worlds can now work in conjunction with one another, instead of in parallel universes.

Readers will, I am certain, immediately see the value and fun of this improvement, while we storytellers will have the grand satisfaction of providing you with coverage that connects you to a world beyond the printed page. ☺

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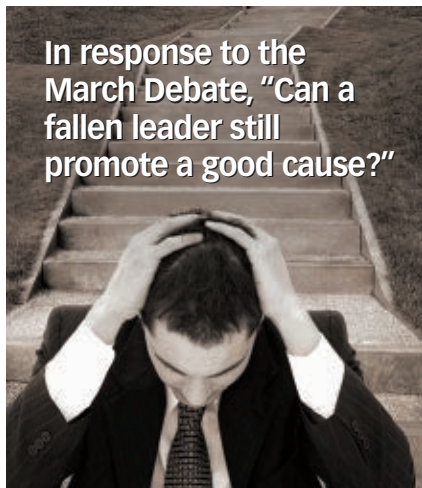
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Debate goes on



In response to the March Debate, "Can a fallen leader still promote a good cause?"

YES. If we were judged by the indiscretions of our youth, we would quickly run out of leaders for the future.

*Maura Kenney
Concord, Massachusetts*

NO. The fallen leader at any level is like a tree uprooted during a storm. The chances of revival are very remote.

*C.P. Chandra Das
Arlington, Tennessee*

Member comments

Costco Auto Program

While I agree that the Costco Auto Program is a great one for all the reasons [T. Foster] Jones mentioned ["Driving an easy bargain," March 2013], there is one thing about the program that doesn't make sense.

Recently, I called the Auto Program to purchase a new vehicle. I was surprised to learn that the "negotiated price" is different from one dealer to the next.

This adds back an element of stress to think that I might find a better price through a different dealer. What is up with that?

*Marilyn F.
Chino Hills, California*

John Conlon, director of Costco Services, replies: While the prearranged prices in our program may vary by market, we believe the difference is not significant and, through constant comparison shopping, we ensure that the pricing in each market represents a clear value to our members.

Life-changing books

I was pleased to see the books *Quiet: The Power of Introverts in a World That Can't Stop Talking* and *The Language of Flowers* featured in the [February and March 2013, respectively] issues of *The Costco Connection*. I am an introvert myself, and reading *Quiet* has changed my life. I no longer apologize for my shyness or silence. I learned that the world needs both introverts and extroverts and there is no reason to feel inadequate because I am a reserved person. This is a great book to read whether you are an introvert yourself or know one.

The Language of Flowers is an enthralling book that takes the reader on an emotional roller-coaster ride. This book is difficult to put down, as it takes you through a girl's life within the foster-care system. It opens the reader's eyes to the struggles foster-care children go through, while introducing the beauty of flowers and the meanings they portray. Readers will have a newfound love of flowers once they read this book.

*Marie Bergsma
Lake in the Hills, Illinois*

CONTINUED ON PAGE 12



Connection comments from the Internet

"Costco rebate check AND *Costco Connection* magazine arrived on the same day #winning"

Tweeted by Bob Fescue @bobfescue

"Check out the incredible @aymujershop in the recent *Costco Connection* magazine article about craft... <http://instagr.am/p/WW2Y50xOJq>."

Tweeted by Paloma's Nest @palomasnest

"Read about Michael Kukol, President of Horizon Landscapes. Great article in Costco magazine. <http://tinyurl.com/aylctpp>

Tweeted by Jeffrey Scott @LeadersEdge

MONTHLY READER SURVEY



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Have something to say?

Readers are encouraged to submit letters to our editors on any topic or issue covered in *The Connection*. Please include your full name and phone number or address. Send an email to dialogue@costco.com; or write to: Dialogue, *The Costco Connection*, P.O. Box 34088, Seattle, WA 98124-1088; or fax to (425) 313-6718. The editors reserve the right to edit letters for publication.

Chocolate and charity

A profound mentor of mine once said "to really enjoy, appreciate and value what you are doing, you need to know more about the subject."

The Costco Connection certainly provides me with the resource to better understand the products and services I purchase from Costco on a level I don't get from other retailers. Especially in the February 2013 issue, the article "Having a ball" allowed me more than the simple pleasure of buying chocolate for my family at Valentine's. It also allowed me the pleasure of knowing I was purchasing a product produced by a company whose family values align with my own personal beliefs, which furthered my pleasure in knowing that my money was well spent.

Lisa Rawlins
Tallahassee, Florida

Big on shrimp

I read with great interest the article in the current *Costco Connection* regarding sustainable seafood farming ["In for the long haul," March 2013]. I buy frozen shrimp in the Plano, Texas, Costco that is sourced from Vietnam. I have trusted Costco to ensure that the product is of the highest quality and meets U.S. food quality standards. I am grati-



Jerry Swain,
CEO, Jer's
Chocolates

COURTESY JER'S CHOCOLATES

fied that there is a consciousness at Costco that meeting U.S. food quality standards on globally sourced products is important to U.S. consumers. My only question is: Aren't there U.S. shrimp farms that could be sources for Costco?

Frank Sheeder
Frisco, Texas

Ken Kimble, assistant general merchandise manager of corporate foods, replies: Currently, domestic shrimp production can only supply 12 to 18 percent of the U.S. demand. We have

evaluated many domestic shrimp suppliers and have only found a few that meet our production and quality specifications. However, we continue to have dialogue and plant visits with U.S. suppliers, and we do carry domestic gulf caught shrimp in some Costco locations.

Jean genie

I've been buying my jeans at Costco for more than a decade now. I find the Kirkland Signature™ jeans to be the best fit for me, and always of high quality, for a great price.

But for the last few months I have been unable to find my size, 40 x 34. My work is hard on my clothes, and I go through six to eight pairs a year, so I'd really like to be able to continue shopping for them at Costco. Please bring this size back to your inventory, or at least make them available online.

Joseph Turner
Seattle, Washington

Dawn Vetter, Costco men's apparel buyer, replies: We did, in fact, stop producing the 40 x 34 size for the Kirkland Signature jeans. However, due to the overwhelming request to bring it back, it will be available in all locations soon. We just started shipping 40 x 34 this month, so your Costco may take a little while to receive them.

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Selection may vary by location.

Using The Connection

New: When you see this "play" button in an ad, it means there are added audiovisual features only in the free digital newsstand and online editions of *The Connection*. Learn about those editions at costcoconnection.com.

- All ads indicate whether a product is available in the warehouse, on Costco.com or both.
- Products are scheduled to be available during *The Connection's* month of publication and are noted as in warehouse "early in month" (1st to 10th), "mid-month" (11th to 21st) or "late in month" (22nd to 31st).
- Shop early in the month for best selection on seasonal items.
- Costco.com carries few of the products available at the warehouses, but offers 3,500 additional items, including line extensions and supplemental products.
- Prices are usually not listed because they have not been finalized at the time of printing and may vary from one part of the country to another due to shipping costs. We hope members know to check Costco first when comparison shopping.
- To keep prices low, Costco does not offer a telephone service allowing members to call in for prices or product availability.

PAUL AND SARAH EDWARDS: LIFESTYLES FOR THE MILLENNIUM

MARY ANN HALPIN PHOTOGRAPHY



Paul and Sarah Edwards (www.elmstreeteconmy.com) are the authors of 17 print books, and have a new BarChart entitled *Social Media Marketing*.

Be there to be local

BUYING LOCAL IS in. It's personal, popular and convenient. "Shop local" campaign efforts like Google Place and the American Express-sponsored Small Business Saturday are putting local enterprises on the map.

But to stay there, these businesses need to be available when people need them. Our

More in archives
On Costco.com, enter
"Connection." At *Online Edition*,
search "Paul and Sarah Edwards."

holiday experience clearly demonstrated this. In the spirit of shopping locally, we had planned to make our holiday purchases in our community.

Unfortunately, we found several stores closed during their posted hours, and we called proprietors who never returned our calls. As a result, we had to turn to outside services and establishments that were open and answered the phones.

Of course, it can be tempting for a small-business owner to take off at special peak shopping times along with everyone else, and it is difficult to always cover the phones when demand is high.

But technology and some planning can help owners meet these challenges without losing local business or, worse, disappointing potential customers who won't come back.

Here are three steps you can take to attract and keep local customers.

1. Broadcast your presence. Searches for local businesses on smartphones and computers on sites such as Google Plus Local, Apple Maps, Facebook Nearby and its newly announced Graph Searches are on the rise. They put you a touch away from shoppers, so long as you're listed in all possible local

business directories, including Google, Bing, Yahoo! and MerchantCircle. For links to these directories, see "The Ultimate List: 50 Local Business Directories" at HubSpot.com.

2. Commit to being open during posted hours and respond to phone calls and emails promptly. When you can't, have someone cover your store and phone, forward calls to yourself or to whoever is covering for you, or use an answering service and email auto-responders.

3. Make it easy for people to shop or use your services during busy times. If you want or need to take time off during the holidays or at peak periods, use pre-holiday events or promotions through social media (Facebook, Twitter, Google Plus), your website and mailings—print or email—so people can make purchases or use your services early.

If you take steps like these, you and your business can enjoy the increasingly bright spotlight focused on buying local. ☐



Tablet or smartphone?

Scan or click here for a short video from Paul and Sarah Edwards. (See page 5 for scanning details.)

The cure for knee-jerking

IN A QUICKENING world where the pressure to respond and deliver is high, speed can lead to mistakes and inefficient leadership. Costco member and leadership developer Kevin Cashman (<http://cashmanleadership.com>), author of *The Pause Principle: Step Back to Lead Forward* (Berrett-Koehler Publishers, 2012), argues that our most powerful weapon against these crushing forces is the one thing we tend to resist the most: a pause. He offers these tips on why you should wait a moment.

Pause for understanding. Certain that you know the answer? That's a good time to step back, gather more information, ask another relevant question, listen to someone else's perspective and consider alignment with values and purpose. Managers too often make a quick response as a show of strength; leaders take all the time allotted for reflection before responding or rendering a decision.

Pause for growth. Schedule time and invest in your personal leadership growth

through self-awareness and learning. Help others grow and develop their talent. Foster an innovative culture by encouraging curiosity and questions that push boundaries. Pause to think, "Why? Why not?"

What might be possible? Reward risk-taking; celebrate and appreciate failure for the learning that emerges.

Pause for teams. Take the time to give everyone an opportunity to express concerns, share their genuine feelings and ideas, and listen authentically in the spirit of real collaboration. Help everyone reconnect with their individual and team purpose around the greater mission.

Pause for resilience. Step back from the hurried, hectic pace, the onslaught of information. Go for a walk or run. Sit by the river. Take a power nap, meditate or listen to relaxing music. New ideas and innovations emerge in the spaces between the doing.

Pause for significance. Next time you pick up your mobile device for a stream of transactions, pause and ask yourself, "What is really important today?" Step back to reconnect with what you really value. ☐



Find a friend

SOMETIMES, AS A small-business owner, you may feel like a contestant on *Who Wants to Be a Millionaire?*, searching for an answer and in need of a lifeline. That lifeline may very well be the United States Small Business Administration.

The SBA's core operations are focused around what they call the "Three C's": capital, contracts and counseling.

■ **Capital.** The SBA guarantees loans to help businesses start, grow and succeed.

■ **Contracts.** The SBA serves as an advocate on behalf of small businesses, helping to ensure small businesses have access to the nearly \$100 billion of federal procurements available to them.

■ **Counseling.** Counseling and training are available to small businesses around the country through a national network of more than 14,000 resource partners, including Small Business Development Centers, Women's Business Centers, Veteran Business Centers and SCORE. Those who receive counseling and training are more likely to start businesses, their businesses are more likely to survive over the ensuing years, and they are better prepared to seek financing and to plan effectively for future business growth.

For more information, go to www.sba.gov/sba-direct. ☐

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FRESHviews



Stephen Voltz (left) and Fritz Grobe (right) going viral.

Viral video manifesto

ON A QUIET Saturday morning in June 2006, Costco members Fritz Grobe, a Yale mathematician and circus performer, and Stephen Voltz, a former attorney, ventured into a country field and dropped a bunch of Mentos into Diet Coke, creating a fountain of geysers and a video that would take the world by storm. It's called viral video, and Voltz and Grobe have made that their life's work. In their book *The Viral Video Manifesto: Why Everything You Know Is Wrong and How to Do What Really Works* (McGraw-Hill, 2013), they offer their take on how to make creative do-it-yourself videos to promote yourself or your product. They were happy to share a few of their tips with fellow Costco members.—Steve Fisher

Do's

- ☑ Create something unforgettable. You might not have a lot of money, but you do have time, or you can find an artist, performer or young filmmaker whom you can afford to pay what might be meaningless dollars to the big guys, but could mean a lot to a young artist. Give them a few thousand dollars to spend a couple of weeks doing nothing but exploring fun things to do with your product, and chances are they'll find something offbeat and interesting that no one's ever done before. That's the beginning of the path to unforgettable, and it might just catch on. Spend your budget on finding unforgettable, not on production.
- ☑ Shoot in real locations. On the street. In your office or store. In a local park or playground. Rahat Hossein, whose "Invisible Driver Drive Thru" prank video went viral, with more than 30 million views in two weeks, shot his opening in a parking lot and the rest of the video at drive-through windows of real fast-food places. That's the right approach.
- ☑ Keep working on the idea for your video until you can describe it in just a few

words in a way that will make people want to click. "No Pants Subway Ride" or "Baby Monkey Riding Backwards on a Pig" are great examples. Get that right, then shoot a video that lives up to it, and you're well on your way to being contagious.

Don'ts

- ☒ Don't create fictional characters. Use yourself or real people who are part of your business and let them be themselves. Authenticity is currency online, and it doesn't cost anything.
- ☒ Don't put typical product shots in your videos. You know what they are. They're Vanna White holding the product up, label front aimed right at the camera. Don't do that! People want to watch your video for entertainment or for information. Either way, they aren't watching to see an advertisement. As soon as you include a product shot your piece becomes an ad and everyone immediately tunes out. Use your product as it would be in real life and tag the end of your piece with the brand and a link.
- ☒ Don't edit your final piece. This is a little-known secret. Sure, lots of viral videos have edits, but if you plan and practice well before you shoot, you can get a two-minute piece done in a single unedited take. Doing that will give your video a power and an immediacy that is hard for an edited piece to approach.

For more information, visit Voltz and Grobe's website at viralvideomanifesto.com. 📺



Tablet or smartphone?

Scan or click the photo above for the famous Mentos video. Scan or click here for more on their viral video philosophy.

Be in the recycling loop



David Horowitz is a leading consumer advocate. David's daughter **Amanda Horowitz** is a consumer guide and the co-founder of **Fightback.com**. Email David and Amanda at info@fightback.com.

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RECYCLING MADE SIMPLE. It seems like magic: You roll your trash to the curb every week and it disappears. But recycling isn't magic. It's a detailed process. Curbside pickup is the most common method used to collect recyclable goods. Here's how it works: A waste hauler collects your recyclables and takes them to a materials recovery facility, where they are sorted, cleaned and processed by employees and sorting equipment. The recyclables are baled at the facility, then sold domestically or internationally to a processor or manufacturer. Once sold, the recyclables are turned into new products.



MEDIA BAKERY

Knowing what to recycle. There are many items that can potentially be recycled. However, the rules on what is and is not allowed in the bins are not the same everywhere. That's because recycling programs are managed at the state and local levels and use a variety of machines and methods. What you need to know is what can be recycled in your area.

The U.S. Environmental Protection Agency says, "Consumers should contact their local waste

authorities to learn about recycling options in their communities. They may be required to separate recyclables, or their community may offer single-stream recycling. Some communities have drop-off sites or [schedule] events for [accepting] certain materials, such as household hazardous wastes."

If you're looking to recycle technology or home items, many nationwide retailers and manufacturers have recycling programs and can be contacted directly for specifics. You can check to see if there is a municipal recycling center in your area. In Los Angeles, for example, S.A.F.E. (solvents, automotive, flammables, electronics) recycling centers are an option. Contact your local department of sanitation and public works for additional information. Technology that is outdated but still useful can be donated to a charitable organization, and old furniture can be donated to charity resellers.

Starting a recycling program. There are many components to think about before starting a recycling program in your area, from demand for recyclables to materials collected, equipment, outreach and finding the right hauler. Your best bet is to do thorough research. Check the U.S. Environmental Protection Agency website for a list of state environmental agencies to contact, and visit your local waste authority's website. You can also reach out to local and state government officials, who will have additional information on starting and maintaining a successful recycling program.

Giving products a second life. More and more products are being manufactured with recycled contents. Recycled materials are used in some ways you might not even realize, such as recovered glass added to asphalt for paving roads or recovered plastic given new life in carpeting and park benches. Organizations and companies offer solutions for recycling or reusing items you may not know can be recycled or reused. Among the things you may have been throwing out that you can recycle or reuse: mattresses, crayons, trophies, bras, pantyhose, tennis balls, bottle caps, wine corks, roof shingles, fishing line and more. If you think something can be recycled or reused, a quick online search will give you some options of where to send, drop off or donate items. [E]

Please note we are not licensed professionals in any field. If you are seeking advice, you should consult with your own licensed professional. We do not assume any liability or responsibility for the interpretation, application or accuracy of any information provided.

Tip from Fight Back!

HOW OFTEN HAVE you approached a recycling bin with confusion about whether you can throw your recyclable in it? Mitch Hedlund, founder of the nonprofit Recycle Across America and a Costco member, fought back by creating the first-ever standardized labeling system for recycling bins in America.



Hedlund believes confusion over recyclables and contamination of bins hinders the recycling process.

"Reducing landfill services by increasing recycling can save schools, institutions and companies thousands to hundreds of thousands of dollars a year," Hedlund says. "Organizations are reporting over 50 percent increases in their capture rates since using the standardized labels."

Major companies across the country, schools, universities and towns such as Banff, Alberta, have implemented standardized labels to support efficient recycling.

Fight Back! gets social

WHAT DO YOU do to be a proactive consumer and effect positive change in the world? What do you believe in? What do you Fight Back for?

Send us your photos, videos and comments on Facebook, Instagram and Twitter, marked #IFightBack #Costco#Consumer#Connection, and we'll retweet them to and share them with the entire Costco community.



Tablet or smartphone?

Scan or click here to watch a classic *Fight Back!* clip. (See page 5 for details.)

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Have a question for Fight Back?

Just log on to www.fightback.com or email info@fightback.com. Questions and answers of the greatest interest to Costco members will be used in this column (with the permission of the contributor) and will be posted on www.fightback.com.



More in archives

On Costco.com, enter "Connection"; at *Online Edition*, search "David Horowitz."



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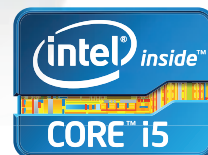


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Windows 8 tips and tricks

Q: I'm new to Windows 8 on my home computer. Can you give me your favorite tips and tricks?

A: Windows 8 can be a bit intimidating at first—especially as it looks much different than previous versions of Windows—but the following tips might help you unlock some of its many features.

For example, you probably like the new Start screen with all of its colorful tiles, but it doesn't take long for it to become cluttered with apps and programs installed on your machine. One tip is to reorganize the apps by segregating them into themes, such as productivity, information, entertainment, games, social media and so on. By using your finger or mouse, simply drag and drop the tiles into groups, and place them on the screen wherever you like.

Once you've reassigned the tiles, zoom out to get a bird's-eye view of your Start screen—either by holding down the Ctrl button and scrolling back on the middle mouse button or by spreading apart your forefinger and thumb on a touch-screen device. Now, right-click the group (or simply drag down on it), select the "Name Group" option on the left side of your screen and type in a relevant name for all the similar apps.

You can also remove tiles you no longer want on your Start screen. Right-click on the tile (or touch and drag down) and you'll have an option to remove the tile, uninstall the app altogether (thus removing it from your computer) or turn off the "live" component (the app will stop pushing info, such as weather updates or stock quotes, to the tile).


Here's another useful tip: Windows 8 lets you open multiple apps at the same time. Say you're browsing the Web, but also want to see your email inbox. You can snap an open app to the right or left third of the screen by simply clicking or tapping the top of the open app and dragging it to the right or left edge of your screen until a thin vertical bar appears. Alternatively, right-click on the app and select "Snap left" or "Snap right," or press and hold the Windows key and either the right or left arrow key.

Q: We're getting ready for vacation. Can you recommend some apps to make the trip smooth and fun?

A: A handy app for keeping track of all your travel itineraries is the free **TripIt** for Android, iPhone/iPad, Windows Phone and Black-Berrys (not BB10 devices, though). Forward all your confirmation emails for flights, hotels, rental cars and such, and TripIt will "automagically" organize them into detailed summaries with confirmation codes and other info. Once it's on your phone you can get instant access to all the trip info you need—including links, phone numbers and maps with directions to airlines, hotels, rental places and restaurants—directly from your itinerary.

Another great app is **Kayak Pro** (99 cents) for Android, iPhone/iPad and Windows Phone devices. With it, you can easily manage your trip itinerary, track your flight status (with contact info for airlines), look up baggage fees so there are no surprises and access airport terminal maps for more than 100 airports. A free version is also available, but has advertisements and doesn't contain the airport terminal maps. Or consider the free **TripAdvisor** app for Android, iPhone/iPad and Windows Phone.

If you need help with a local language, the free **Google Translate** for Android and iPhone/iPad instantly translates more than 50 languages, with many supporting spoken words and phrases.

For fun apps, consider these awesome freebies: **Toontastic** (iPad) to create your own animated cartoons; "chase" games like **Subway Surfers**, **Temple Run 2** and **Rail Rush** (Android and iPhone/iPad); and **Instagram** (Android and iPhone/iPad) to spice up and share photos. 



Tablet or smartphone?
Scan or click here to watch a video on Windows 8. (See page 5.)

The Costco Connection

Costco carries a variety of PCs with Windows 8 in the warehouses and at Costco.com. And along with tablet PCs and smartphones, you'll find other essentials for your travels: cameras, camcorders and additional flash-memory cards.



More in archives
On Costco.com, enter "Connection"; at Online Edition, search "Tech Connection."

Ask Marc Saltzman

JOHN GOLDSTEIN

Questions about electronics or computers you purchased at Costco? Email them to: connection@costco.com.

Or mail to:
Tech Connection
The Costco Connection
P.O. Box 34088
Seattle, WA 98124-1088
or fax to (425) 313-6718.

Please include "Marc Saltzman Q&A" in the subject line. Marc will answer selected questions in this column. We regret that unpublished questions cannot be answered individually.

Marc Saltzman, a leading high-tech reporter, contributes to more than three dozen prominent publications, appears on radio and TV, and is the author of 15 books. He's on Twitter at [@marc_saltzman](https://twitter.com/marc_saltzman)

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Smart View and Mobile Mirroring are available only on Galaxy S III, Note II phones and Galaxy Tab2, Galaxy Note 8" and Galaxy Note 10.1" tablets.
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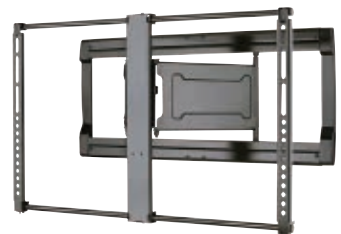
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📄 Scan or click the wall-mounted TV in the photo above for SANUS Simplicity™ TV Safety (see page 5).

*Sources: 2012 U.S. Consumer Product Safety Commission report titled "Product Instability,"
2012 Safe Kids Worldwide report titled "The Dangers of TV Tip-Over."

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Are vehicle black boxes a good idea?

MOST NEW CARS have a data recorder (known as a "black box") that captures a variety of information, including vehicle speed and seat belt usage, before and after a crash. A new rule proposed by federal safety officials would make this technology mandatory in 2014. Supporters say that requiring recorders in all new cars will provide critical information to law enforcement, vehicle manufacturers and others in order to help save lives. Opponents argue that the technology violates motorists' right to privacy.

What do you think?



Find out more about this topic on the Web (search: "event data recorder"):

- www.nhtsa.gov
- www.iihs.org
- www.spectrum.ieee.org



YES

from members:

Teresa Eberle
Pekin, IL



By making people more aware of safety and speed, the incidence of accidents may be reduced.

Zachary Hannigan
Tucson, AZ



It would give valuable information in accidents for law enforcement as well as in court and [for] insurance purposes.

Wyndy Quandt
Lahaina, HI



It would help determine liability.

NO

from members:

Rodney Coleman
San Antonio, TX



The black box would be more of an invasion of privacy than a help to investigators ... [and] would also add to the price of the vehicle.

Susie Meara
Lansing, KS



Big Brother is everywhere. [If you are] law abiding and do the right thing, it's not necessary to have a black box in cars.

Sanford Brown
Maplewood, NJ



It is an added cost that I don't need. Why should I pay extra for something I don't see the value in?

from an expert in the field:



Jackie Speier is the U.S. representative for California's 14th Congressional District (www.speier.house.gov).


AS THE AUTHOR of the toughest financial privacy law in the country, I look askance at proposals that expand use of personal data. But when data can save lives without compromising privacy—and that is the case with a vehicle event data recorder (EDR, or “black box”)—then I am in full support of its expansion.

The EDR records data from the five seconds before and during a vehicle crash. It reveals, in part, vehicle speed at impact, when brakes were applied, use of seat belts, the force of the crash and when the airbags were deployed after impact. This information, when combined with data from other accidents, helps manufacturers assess if a vehicle model is performing as engineered to protect occupants during a collision. For example, in a rear-end crash, shock waves run along a car's side rails, where sensors trigger the release of airbags. A delay of a second could be the difference between life and death. In brief, the EDR reveals if the air bags functioned properly.

I carried legislation in Congress to speed EDR application to all cars and light trucks. But I've put that bill on hold now that the administration has stepped forward and given us a blueprint for greater vehicle safety. The National Highway Traffic Safety

Administration (NHTSA) is close to issuing a final rule that would require that EDRs be installed in all new cars and light trucks, effective September 1, 2014. As it is, EDRs have been in use for about 20 years. In August 2006, NHTSA issued a rule to standardize the information collected by EDRs. This year about 96 percent of new vehicles for sale are equipped with EDRs.

Privacy concerns are addressed in the new rule by declaring that the EDR belongs to the vehicle owner and may not be released to NHTSA without the owner's consent. The rule ensures that vehicle identification numbers and other personal identifiers cannot be linked to EDR information in any public reporting or database. Additionally, an EDR does not record conversations or personal information, and it does not track a vehicle's location.

Chances are you or someone you love has been in a car accident. Every 12 minutes in America, someone dies in a crash, making auto accidents the leading cause of death for Americans age 5 to 34. As drivers, there is a lot we can do on our own to prevent accidents. But if the vehicle we drive has a potentially hazardous defect, simple behavior modifications won't fix the problem. We need EDRs because the data they collect can help take dangerous cars and trucks with faulty components off the roads—before they take a life. 

from an expert in the field:



Marc Rotenberg is executive director of the Electronic Privacy Information Center (www.epic.org).


THE PROPOSAL BY the federal government to make event data recorders (EDRs) mandatory in all cars and light trucks appears to be for safety research, but once the data is gathered it is likely to be used for other reasons. Police and insurers, among others, are interested in how people drive and could make determinations about liability and rates based on the data gathered by EDRs.

Many states have adopted new laws to protect the privacy of this data. In California, data may be downloaded only with the owner's consent, with a court order, for safety research or for auto diagnostics. Arkansas, North Dakota and Oregon say that owners cannot be required to disclose the data as a condition of an insurance payment or settlement. Virginia says insurers cannot adjust rates based solely on an owner's refusal to share data. And more than a dozen states require written notice to owners of the use of event data recorders (aka “sensing diagnostic modules”).

These are all sensible safeguards that help ensure that EDR data is used only for limited purposes. But the National Highway Traffic Safety

Administration (NHTSA) should do more. With the federal agency now requiring manufacturers to install the devices, this is the right time to also establish a baseline privacy standard for all motor vehicles. NHTSA should make clear that vehicle data should not be disclosed without the owner's consent. And owners should not be forced to give consent as a condition of obtaining insurance.

There should also be limits on the amount of data that is collected and how long it is kept. And NHTSA could require basic security for EDR data so that it can't be altered, as was often a problem with odometers. States could continue to establish stronger standards. But all drivers would have the assurance that the data on their driving would be disclosed only under limited circumstances.

Looking down the road, it is likely that, as wireless Internet is adopted, and new safety standards and technology are developed, more data will be gathered from motor vehicles. There is nothing wrong with new technology. But we should steer clear of cars that spy on us. Now is the time to establish privacy safeguards for EDRs. The Electronic Privacy Information Center has urged NHTSA to adopt baseline privacy standards for all EDRs. 

MARCH DEBATE RESULTS:

Can a fallen leader still promote a good cause?

49% YES
51% NO

Percentage reflects votes received by March 18, 2013.

• • • • •

FEBRUARY DEBATE RESULTS:

Is cash on its way out?

YES: 32% NO: 68%

Percentage reflects votes received by February 28, 2013.



See Dialogue pages for more debate responses

Opinions expressed are those of the individuals or organizations represented and are presented to foster discussion. Costco and *The Costco Connection* take no position on any Debate topic.



DIGIMARC

Digital watermarking

New technology links print and online

By Scott Steinberg

WITH MORE USERS turning to digital sources versus traditional media outlets for news coverage, and 1.2 billion smartphones and tablets expected to sell in 2013, publishers and advertisers are increasingly seeking equally high-tech ways to engage modern audiences. Among today's hottest innovations, digital watermarks hope to pick up where QR codes leave off, providing transparent and connected alternatives to traditional media publishing and marketing efforts.

Eschewing clunky barcodes in favor of invisible, easily scanned electronic imprints, watermarking essentially offers links to multimedia information and extras that are seamlessly embedded into data and readable by an app on a smartphone or tablet. Using these virtual signatures, says Alex Terpstra, CEO of media fingerprinting company Civolution, businesses can stamp photos and text with unique identities, making copy protection and consumption tracking efforts simpler. They can also offer audiovisual bonuses or behind-the-scenes outtakes, and make it possible for people to access product information, reviews and downloadable extras (e.g., coupons and sweepstakes entries)—all by scanning packaging while users are shopping for everyday household items.

Even if you can't see these digital watermarks, the benefits are clearly visible. "Embedded within pictures and data, and imperceptible to the human eye, digital

watermarks don't alter the viewing experience," Terpstra explains. "QR codes, on the other hand, are explicitly visible, often interfering with the original creative message."

Originally used to protect data

First conceived in the '90s as a means of protecting classified data and government documents—including currency, postage

"Suddenly, you can get more information that's both enjoyable and immediately usable, instead of just being talked to."

—Chris Morris, CNBC

stamps, passports and driver licenses—digital watermarking has traditionally served as a method for protecting digital music, movies and TV shows from Internet pirates. But courtesy of pioneering magazines, such as *Seventeen* and *Sports Illustrated*—the latter's 2012 swimsuit issue provided bonus videos

through watermarked photos—potential applications have been rapidly expanding.

"As connectivity becomes a bigger part of people's lives, thanks to growing dependence on smartphones and tablets, it's increasingly important for [publishers and] advertisers to provide them with interactive solutions," explains CNBC technology columnist Chris Morris. "For everyday listeners and viewers, the advantages are clear—suddenly, you can get more information that's both enjoyable and immediately usable, instead of just being talked to."

Providing greater incentive to research or engage with new products and services, he says, digital watermarking solutions offer publishers and marketers a better way to capture audiences' attention than text-only articles or traditional advertising methods such as print promotions, billboards or radio placements.

According to mobile marketing company Nellymoser, digital watermarking is growing by leaps and bounds. It connects with a small but rapidly blooming market: More than 10 percent of magazine advertisements now contain mobile action codes, the company reports—double the year prior. Civolution further says that it personally watermarks more than 1,700 new pieces of TV content daily and detected the appearance of more than 70 million digital media watermarks throughout 2012.

Connecting print and digital

WATERMARKING SOLVES a problem that *The Connection* has wrestled with: how to directly connect our print readers to our digital world.

Our online and newsstand editions support reading and browsing the magazine on smartphones or tablets (see page 5). Watermarking allows print readers to take advantage of the digital experience without abandoning the printed page.

Watermarking extends Costco's treasure-hunt philosophy to *The Connection*. When reading an article or ad, readers will find pointers to our added digital content—product or service Web pages and videos, movie trailers, music performances, opportunities to enter contests or surveys and more.

To give this a try, download the free Digimarc Discover app for your mobile device from the iTunes or Google Play app stores. When you launch the app, the camera in your device acts as a scanner. Line up the crosshairs in the viewer with the object on the page that you are



Scan here to watch a promotional video about Fiji

instructed to scan. You might hear a sound when the scan is complete. The target destination can then be viewed on your device.

Be on the lookout for the interaction we'll be delivering with each new issue of *The Connection*. It's more than meets the eye. —David Wight

Scan or click the photo (left) to see a video by watermark pioneer Digimarc that promotes the technology to magazine publishers.

A new interactivity

Still, market leaders such as Digimarc, which provides services for corporations, including Costco, looking to watermark content and shoppers hoping to download or share material through companion apps, insist it's only the tip of the iceberg.

"Businesses can digitally watermark product advertisements ... that connect customers to online content, and even enable shoppers to buy from their smartphone," says Ed Knudson, Digimarc's executive vice president of sales and marketing. "They can also extend the experience to physical stores by marking packaging and signage, including providing nutritional information, special savings or how-to videos customers can access while shopping."

Ironically for such a promising innovation, the biggest challenge to the technology's widespread adoption, experts say, is simply cultivating mass awareness and access to material: Most people have yet to experience the technology. Many major publications have taken it upon themselves to provide dedicated instructions for accessing and utilizing supporting apps, and to include unique visual call-outs that reveal where readers can find digitally enhanced content.

As CNBC's Morris points out, though, while many have yet to go hands-on with these advancements, the future of publishing and marketing clearly lies in enhanced interactivity, with the upsides of digital watermarking readily apparent.

"The technology has the potential to be the next big step in [media] and advertising today," he explains. "Whether or not it will ultimately be successful depends on how well advertisers can generate public interest. But if firms that use digital watermarking can get their apps onto enough phones, [this technology] has the potential to be very, very big."

Scott Steinberg (www.akeynotespeaker.com) is a professional speaker and management consultant.



Scan here to watch a video of Hugh Jackman from Les Misérables. Try it now!



Scan here to visit the warehouse locator on Costco.com

This icon and others lets you know there is digital content on the page



The copyright quandary

What are the rules when posting to social media?



© ROBERTO RIZZO / AGE FOTOSTOCK

By Eric Taub

PROFESSIONAL PHOTOGRAPHER Kirsten Kowalski became enamored of Pinterest, the “online pinboard” that encourages its members to “organize and share things you love.” Happy to let others know what moves her, Kowalski created an “inspiration board,” a gathering of photos from around the Web that lifted her spirits and, she hoped, would do the same for others.

But then Kowalski, an Alpharetta, Georgia, Costco member, read the site’s terms and conditions and promptly deleted all her entries. She realized she was running afoul of copyright restrictions.

Kowalski is just one of millions using social media. This rapidly changing arena presents a variety of new challenges in regard to copyright law.

The information here, provided by Costco member Cheryl Hodgson, a Santa Monica, California-based trademark and copyright attorney, Pinterest spokeswoman Erica Billups, YouTube spokeswoman Abbi Tatton and Gayle Osterberg of the U.S. Copyright Office, may help clear up some confusion and keep social media participants from becoming enmeshed in legal action.

The rules allowing use of others’ works are the same whether you’re writing a blog, creating a movie or posting that type of material on a website.

The social media conundrum

Typically, individuals are forbidden from publishing or posting online the creative works of others without their permission.

That puts sites such as Pinterest, Facebook and YouTube in an awkward position; they must abide by the law, but they want to encourage users to come and experience interesting content that others have posted. These sites are awash with photographs, clips from films or TV shows, music and/or written works—much of which has been posted by people who don’t own the rights to do so.

Oftentimes, the copyright holders look away, however, pleased that they’re able to get free publicity for their work. That’s why you can find not just the official TV clip of Susan Boyle’s singing debut on YouTube, but scores of other versions as well, posted by individuals. Old toothpaste and car commercials don’t get pulled by the companies that made them because, in the end, it’s good for business.

What are the rules?

Still, that doesn’t absolve users of social websites from following the copyright laws. The rules allowing use of others’ works are the same whether you’re writing a blog, creating a movie or posting that type of material on a website.

Using The Costco Connection

The Costco Connection appreciates that so many readers feel our material is worthy of passing along to others. And while we have no problem (in most circumstances) with people using content owned by Costco, with proper attribution or a link to our *Online Edition*, please be aware that Costco does not own the rights to everything on our pages. The rights to photographs, advertisements and non-staff-written material may be owned by their creators. To be safe, contact *The Costco Connection* for clearance, by emailing connection@costco.com. Costco is not liable for any legal action resulting from improper use.

COPYRIGHT myths

By Lloyd J. Jassin

According to the U.S. Copyright Office, someone receives a copyright when he or she creates “an original work of authorship.” That includes plays, movies, photographs, written works, computer software and architecture. Ideas and facts cannot be copyrighted. The work’s creator automatically receives a copyright (registration is not necessary) from the moment the work is created until 70 years after the creator’s death. So if you make public your travel pictures on TripAdvisor, anyone who wants to post them on another site must ask your permission. If you’ve posted someone else’s photograph or music or writings on any website without the owner’s permission, you’ve broken the law and can be sued.

Social media’s response

YouTube has spent \$30 million building its Content ID system, which automatically scans the 72 hours of new content uploaded to the website every minute for content violations. Material that’s in violation may be immediately blocked, or the rights holders may decide it’s in their interest to allow it to run, perhaps with advertising attached.

YouTube is the exception when it comes to automatic scanning for copyright violations. Sites such as Pinterest and Vimeo depend on complaints from copyright owners before they take action.

As an added precaution, Pinterest offers a small bit of code that owners of copyrighted material can add to their websites; if users try to post that material on the Pinterest website, they won’t be able to do so.

Social media sites that allow others to post material do not have to screen that material for copyright violations before, or even after, it is posted.

Under the Digital Millennium Copyright Act, websites are not liable for copyright infringements, and do not have to remove material unless the copyright owner asks them to do so. If the original poster disputes the copyright claim, an appeals process can allow the material to be reposted if the original complainant fails to back up his or her claim.

And even if you’re successful in blocking the unauthorized posting of your great photograph of Istanbul’s Hagia Sophia mosque on someone else’s website, by the time you succeed in getting it removed, it may have been reposted by another user unknown to you, and even used illegally for a print ad.

Which is why Kirsten Kowalski, who specializes in portraits of seniors and children, decided to change her approach.

Rather than policing websites to block her work, she’s posting her photographs to get more jobs, as people see her photos and reach out. “Facebook has become my biggest marketing tool,” she says. 📷

Eric Taub writes about the intersection between society and technology for The New York Times and other publications.

If I give credit I don’t need permission.

Giving credit means you can look at yourself in the mirror and say you are not a plagiarist. However, merely giving credit is not a defense to copyright infringement, which, unlike plagiarism, has legal, not ethical, consequences. Copyright infringement is the unauthorized use of someone else’s copyrighted material.

The work I want to use doesn’t have a copyright notice, so I don’t need permission.

Not true. Since March 1, 1989, copyright notice has been optional.

Since I’m planning to use my work for nonprofit educational purposes, I don’t need permission.

Not necessarily. The key factor is not the user, but the nature of the material, how it is used and whether the new use adversely affects the value of the original work. Since even a nonprofit educational use can undercut the value of copyrighted work, such organizations are not immune from copyright infringement lawsuits.

I don’t need permission because I’m going to adapt the original work.

Copyright law grants copyright owners the exclusive right to control modifications of their work. If you add a new layer of copyrighted material to a previously existing work, you have created a derivative work. If it’s done without the permission of the copyright owner, you may have violated the owner’s copyright.

I can always obtain permission later.

If what you need is crucial to your work, it’s better to find out now that it is unavailable. The lack of permission can result in your work being blocked or the payment of thousands of dollars in copyright damages and attorneys’ fees if you decide to use the material without permission.

The material I want to reproduce was posted anonymously to an online dis-

cussion or news group. That means the work is in the public domain.

Not true. Neither the ease with which users can upload or download information on the Internet, nor the fact that it is anonymous, places a work in the public domain. In fact, the Copyright Act specifically protects anonymous and pseudonymous works from unauthorized copying. Postings and republications of protected material, if not done with the consent of the copyright owner, may constitute copyright infringement.

The material I want to quote is from an out-of-print book. That means the work is in the public domain.

Not necessarily. Out of print does not mean out of copyright. When a book goes out of print it is a temporary state. The rights generally revert to the author, which means the underlying copyright remains unaffected.

Since the work is in the public domain, I don’t have to clear permissions.

Not necessarily. Public domain only refers to the lack of copyright protection. While copyright is very important, a work may be protected by other legal theories that survive after the copyright expires. For example, public domain artwork, particularly distinctive characters (e.g., Beatrix Potter’s “Peter Rabbit” illustration), can achieve protection under trademark law and function as a logo or source identifier. Likewise, mere ideas, which are not protected under copyright law, may be protected under trade secret or contract law. Similarly, identifiable people may have the right to control the manner in which their name or likeness is used. 📷

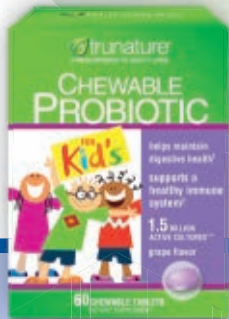
Lloyd J. Jassin is a New York copyright attorney and Costco member. These myths are excerpted from Jassin’s informative website (www.copylaw.com) and, yes, are reprinted with permission.



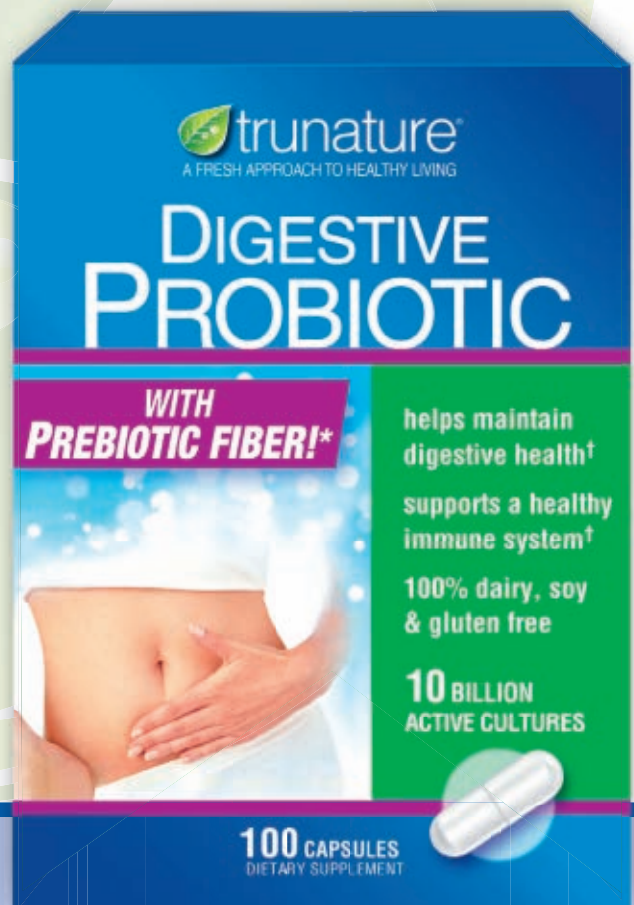
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Good for the earth and business

Small steps can lighten your company's footprint

By Carrie Madren

ONE WAY TO honor Earth Day on April 22 can be to make small changes that benefit both your local environment and your bottom line. Cutting resource use and implementing more efficient operations is smart business, because these moves save money in the long run.

"In most cases, going green is really just another word for reducing waste," says Jennifer Kaplan, a Costco member and author of the book *Greening Your Small Business* (Prentice Hall Press, 2009). Examine your balance sheet to see what resources you're spending money on and where you can cut waste, she advises. "There's no doubt that little steps add up."

- Switch out incandescent light bulbs for longer-lasting light-emitting diode (LED) bulbs or compact fluorescents (CFLs) that use less energy and save on your energy bill. LED bulbs use at least 75 percent less energy and last 25 times longer than incandescent bulbs, according to Energy.gov. Save even more energy by shutting down computers, printers, copiers, fax machines and other equipment at night or when not in use.

Theresa Polley, a Costco member and owner of Retreat in the Pines in Mineola, Texas, estimates that using CFL light bulbs, setting the thermostat higher in summer and lower in winter, and purchasing energy-saving appliances has saved about \$10 per month. "Over the last five years, that's about \$600 total," she says.

- Consider your paper flow: Adjust your computer's print default settings to double-sided printing and reuse single-sided sheets before recycling to slash your paper use.

"Going paperless, or trying to go paperless, is probably one thing that almost every business could benefit from," Kaplan says. Do this through using electronic signatures on contracts, emailing releases and billing online. In addition, there's little need for a fax machine anymore, Kaplan suggests.

"I used to go through about seven to 10 reams of paper every month and buy legal pads in bulk every month or so," says marketing strategist Susan Baroncini-Moe, author of *Business in Blue Jeans* (Sound Wisdom, May 2013) and a Costco member in Indianapolis, Indiana, who converted from paper notes to an online tool and printed less. As a result, she says, she's saved thousands of dollars a year on office supplies and file storage solutions.

- Encourage workers to recycle at the office. "Make recycling easy for employees by placing recycling bins in the places that people need them: can and bottle recycling in the break room, and paper recycling near the copier," says Kaplan. If your business doesn't have curbside recycling, work with business neighbors to get curbside pickup or dispatch an employee to the area recycling center.

- Find ways to use fewer toxic items—such as batteries, copier toner, dyes, solvents and other substances—and properly dispose of any you do use (such as compact fluorescent light bulbs that contain mercury).

- Rally customers to join your green mission. By teaching retreat center guests where to put recycling, "we've reduced the amount of trash for a weekend of 16 guests from 10 trash bags to one or two," says Polley.

- Reduce your travel, from business trips to

deliveries, to greatly lighten your company's footprint. "Make fewer and longer trips, and maximize delivery routes," Kaplan says.

- Consider how to conserve food resources, which make up the bulk of landfill-bound items. Reduce food waste at meetings where food is catered or served by taking note of what food gets thrown out and learning to purchase or order less in the first place.

Finally, be upfront about what you've been able to do and what you hope to do. "Greening is not a checklist; it's a journey," says Darby Hoover, senior resource specialist at the Natural Resources Defense Council, www.nrdc.org. "There's always a next step you can take."

Virginia-based freelance writer Carrie Madren regularly covers sustainability issues.

Easy Greening steps:

- Switch from paper to electronic documents or email.
- Reuse shipping and packaging materials.
- Use LED or CFL light bulbs and buy energy-saving appliances.
- Offer chilled tap water or use a water service instead of buying bottled water.
- Audit your company's waste stream to see where you can cut back.
- Educate your employees about what you hope to achieve.

The Costco Connection

Costco and Costco.com offer LED and CFL bulbs, energy-saving appliances and water filters and coolers. Costco also offers a water-delivery service (visit Costco.com and click on "services," then on "water delivery").



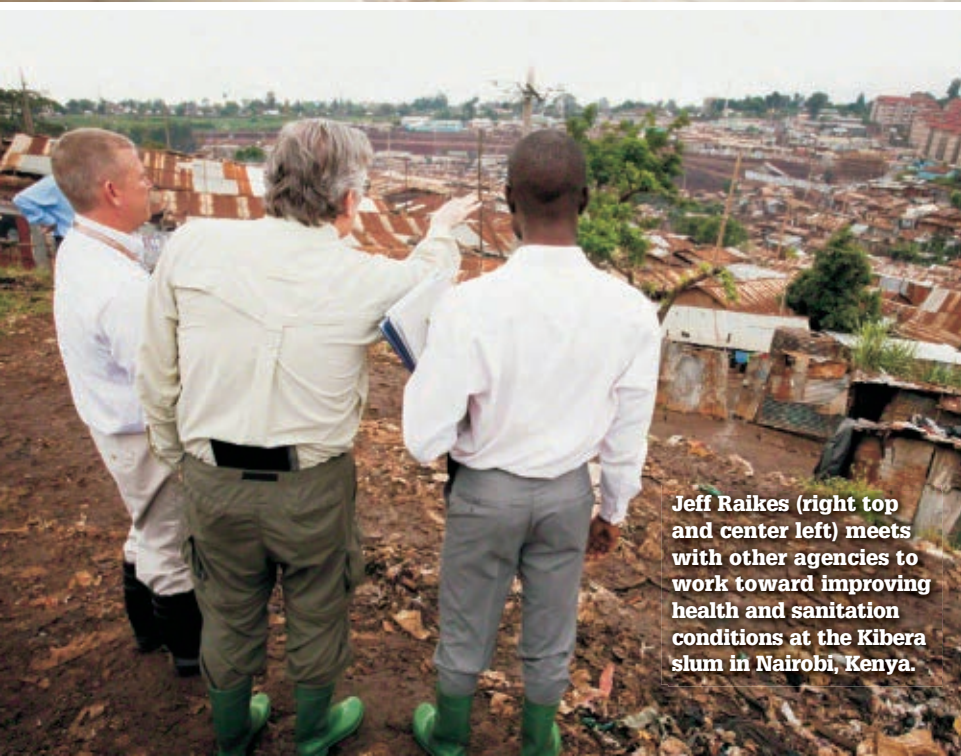
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Game

By Will Fifield

ALL YOU HAVE to do is read a newspaper or listen to the radio to be reminded that extreme poverty and rampant health risks are an everyday part of life for most of the world's population. According to World Bank estimates, more than 2.5 billion people—about 15 percent of the people in the world—earn less than they need to live at even the most basic subsistence level. On most days, the pressing topic for these families is finding enough food to eat. The World Health Organization reports that, in 2010, more than 7.5 million children under the age of 5 died, many from treatable ailments such as pneumonia and diarrhea, others from maladies such as malaria, measles and HIV/AIDS.

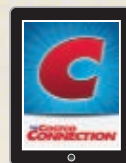
The good news is that many powerful charities work tirelessly all over the world to provide much-needed help in countries with little money, almost no healthcare and even less hope. The Bill & Melinda Gates Foundation is one of these bright lights shining in some of the darkest corners in the world, including the United States. With more than \$36.2 billion in its trust donated by Bill and Melinda Gates and investor/philanthropist Warren Buffett, it is the largest philanthropic organization in the world. In 2011 alone, the foundation paid \$3.4 billion in grants to organizations that work in one of its focus areas: global health, global development and education. Since it was established in 2000, the foun-



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Jeff Raikes (right top and center left) meets with other agencies to work toward improving health and sanitation conditions at the Kibera slum in Nairobi, Kenya.

A conversation with Jeff Raikes, CEO of the Bill & Melinda Gates Foundation



Scan or click page 28 to watch a video about the Bill & Melinda Gates Foundation, and page 29 for a video about polio eradication. (See page 5 for scanning details.)

changers

dation has paid a total of \$25 billion in grants to partners who work in more than 100 countries around the world.

The Costco Connection recently met with Jeff Raikes, CEO of the Bill & Melinda Gates Foundation (he is also a member of Costco's board of directors), at the foundation's headquarters in Seattle to discuss his work in philanthropy.

The Costco Connection: *It must be gratifying to see the difference that the Bill & Melinda Gates Foundation helps effect in the world.*

Jeff Raikes: Yes. A great example in agriculture is the work we've done with the International Rice Research Institute, sometimes known as IRRI. We helped fund the creation of what is known as submergence-tolerant rice, or Sub1 rice. This variety of rice can withstand being under water for a long period of time, sometimes 17 to 21 days. It has now been adopted by thousands of farmers. It's estimated in India alone to be able to help feed 30 million more people through improved yield in flooding situations.

Also, our work in U.S. education, and in particular supporting teaching excellence through stronger standards and professional development, has been successful. We've worked with some organizations and other partners to help create the common core standards for math and English/language arts, which have now been adopted by 45 states.

Another example is our Meningitis Vaccine Project. The foundation helped fund this project, in conjunction with a partner here locally [in Seattle] called PATH [Program for Appropriate Technology in Health], and a private-sector company in India called [the] Serum [Institute of India], and the World Health Organization. We helped create a vaccine for meningitis, which is now rolling out

in sub-Saharan Africa, and [which] will probably save more than 150,000 lives in the next five years.

And we're still working on eradicating polio. We're down to just three countries in the world that have not eliminated polio. Polio is at its lowest number of cases in history, and we believe in the next five years it's possible to eradicate polio. That would be the second infectious disease in the world eradicated. Smallpox was eradicated in 1979.

CC: *The foundation develops and implements solutions to health and agriculture problems in developing nations with scientists, social scientists and government agencies. What have you learned in the process?*

JR: I think it's very important to understand our role. While we're a large foundation, our resources are a small percentage of what's needed to address the problems we aspire to solve. We view our role as that of catalyst for change. Let me explain.

We're big believers in the private sector, because we recognize the private sector has a

particular role. We're also big supporters of the public sector, governments. Governments produce goods and services to improve the quality of life, whether it's supporting education or building infrastructure. But governments tend not to take risks because, after all, it's tax dollars. So the third leg of the stool, if you will, is what I would call catalytic philanthropy, where we can identify those areas of market failure and/or those areas where governments may be unwilling to risk investing in an innovative intervention. If we can prove a solution's success, then it can be scaled up and sustained by the private sector and/or the public sector.

I'll give you an example. I was in Kenya last week, and I met with a very small private-sector start-up called Sidai. They're starting up a franchise retail system that provides agricultural supplies, especially livestock supplies, to small-scale farmers—farmers who live on five acres or less. Sidai probably wouldn't have been able to get going without our support. But if we can help them get going, then they can create a sustainable business that helps

CONTINUED ON PAGE 30

Jeff Raikes: life and leadership

RAISED ON HIS family's farm in Ashland, Nebraska, Jeff Raikes intended to pursue a career in agriculture when he enrolled in Stanford University. But while working toward this goal, he was exposed to computing, learning Pascal on an early computing system. This changed the course of his life. Instead of working in agriculture, Raikes began a business career at Apple Computer in 1980 before moving to Microsoft as a product manager in 1981. He rose through the ranks during his 27 years at Microsoft, eventually serving on the company's senior leadership team before joining the Bill & Melinda Gates Foundation, as well as joining Costco's board of directors, in 2008.

Raikes and his wife, Tricia, have three children and live in Seattle, near the headquarters of the Bill & Melinda Gates Foundation.—WF



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The most important thing is to commit your resources, whether it's money or time ... to a cause that you're passionate about.—Jeff Raikes

GAME CHANGERS

CONTINUED FROM PAGE 29

poor farmers. Any time we can figure out how to tap into private-sector companies for the benefit of poor people, that's the best use of our resources.

For another example, [we need to] help the United States understand how important teacher excellence is and how to foster teacher excellence through stronger professional development and supporting teachers in doing that great work. [If we can do that] we think that the U.S. education sector, which spends \$600 billion a year on education, can ... improve U.S. education. That would be an example of us being a catalyst in U.S. education.

We might spend \$600 million a year on U.S. education, but you can see we're a small percentage of U.S. education spending. So we have to think where we can make a contribution, and that's where we can catalyze changes that will make a difference.

CC: When you do fieldwork and come face to face with the poverty and rampant health problems, do you get overwhelmed?

JR: It certainly can feel overwhelming, but I felt that way in business sometimes also. I worked for Microsoft for 27 years. I co-led the creation of Microsoft Office, and there were days when it seemed pretty daunting. I've learned that what you have to do is have a clear

goal, a strategy to get there, and you've got to be disciplined in execution and your plan of action to deliver on the goal. That's the way I approach the work here.

CC: What is your most significant contribution as a leader to the foundation?

JR: We have great people. I love working with our teams on what they're trying to do. Monday and Tuesday last week, I was very focused in on supporting our team to help eradicate polio in Nigeria. If I can create an environment here that allows the talent that we have to do their very best work, I know they will do big things.

I call that the capacity for impact. The mission of the foundation is the impact we aspire to—to help enable all people to have an opportunity to live healthy and productive lives. How we get to that mission is the capacity for our impact. If I can draw upon my business experience and my leadership experience to create a stronger and better environment to increase our capacity for impact, then I'll feel like I've done my job.

CC: What best prepared you for your role as CEO of the Bill & Melinda Gates Foundation?

JR: The values I learned growing up on a farm: having a good work ethic, integrity, honesty and the kind of community connection you get when you grow up in a small town. From my business career, I learned the impor-

tance and discipline of business strategy and execution, and the importance of leading people and helping people be the best that they can be in order to help accomplish a big goal.

One of the most important things came from growing up on a family farm, and that's being passionate about your work.

CC: You and your wife, Tricia, also established the Raikes Foundation in 2002. What does your foundation work toward?

JR: At the Raikes Foundation, we're very passionate about the issues of youth in our country, especially disadvantaged youth. We try to find key things we can do that would help those youth have a great opportunity.

There are a couple of key initiatives that we focus on. One is what we call the middle shift, when kids in middle school are transitioning through early adolescence, and it's a very challenging time in the lives of kids. It's a huge period of brain development, and in terms of the behaviors there's a tendency for perhaps more risky behavior.

What the Raikes Foundation is doing in the middle shift is learning how to instill what we call student agency, the academic mind-sets and learning strategies that help kids during this transition to be more successful in the classroom and, we believe, also then more successful in life.

We are also interested in the issues of youth homelessness in the Seattle area. And, my wife,



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Tricia, was recognized by President Obama and the White House as a champion of change for the leadership of the Raikes Foundation, in conjunction with a lot of other partners and leaders here in Seattle, for our work to create a systemic approach to address the issues of youth and young adult homelessness.

CC: *How has working with the Bill & Melinda Gates Foundation changed you as a person?*

JR: On my first trip to Africa for the foundation, I was visiting a project that we helped fund that created a chilling plant for milk. The dairy farmers there, without this chilling plant, really had no market opportunity. They had no ability to consistently sell their milk. And by putting this chilling plant in place, we created a mechanism for roughly 3,000 farmers within a 15-mile radius to be able sell their milk day in and day out.


But I'll always remember being on a farm talking to David and Lucy Ol Klooou, because when I asked, "Well, what's your aspiration for the future?," he said that he wanted to get back to milking three cows. They had one dairy cow at the time. So I asked what happened to the other two.

David and Lucy were supporting eight family members on five acres: themselves, two daughters and two sets of parents. He explained that because they were able to consistently sell enough milk to support the family, they sold the other two cows so their older daughter could get a degree in hotel management at the University in Nairobi. This is a couple that lives in a mud hut. It was an unbelievably powerful experience for me.

I've now talked to farmers in nearly every part of Africa—Rwanda, Uganda, Ethiopia, Ghana—and it's always the same thing: If they can improve their agricultural productivity

and have access to a market, they not only have food security but they have the ability to allow their kids to get educated.

CC: *What would you say to readers who may have a passion to change the world, but have less of a budget to work with?*

JR: The most important thing is to commit your resources, whether it's money or time, because volunteerism is important as well, to a cause that you're passionate about, whether that be the local school or supporting an environmental project locally or helping poor kids in Africa. One of the most important things about philanthropy is to really understand where you want to give back to society. By finding the things that you're passionate about, you'll experience the greatest satisfaction in helping—and probably make the greatest impact on society. 

Far left, Jeff Raikes at a Fresh Life toilet from the Sanergy project in Nairobi, Kenya. Middle, Raikes visits children at Ashongman School in Accra, Ghana, while observing a program the foundation supports. Above, Raikes visits the Friendship Academy in Washington, D.C. Below, Melinda and Bill Gates speak with Mwajua Saidi, whose son Rashidi is participating in a special malaria vaccine trial in Mapinga, Tanzania.



Scan or click here for a video on the importance of teachers, or scan or click page 30 to watch a video about how the Bill & Melinda Gates Foundation is helping African farmers. (See page 5 for scanning details.)

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Contact: (970) 945-1329;
vicky@retrotrailerdesign.com
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Candy, a restored 1962 Shasta Airflyte vintage camper, outside and in.



Campsite cuties

Giving "canned hams" new lives

By Irene Middleman Thomas

"EVERY TIME WE take Candy to classic car shows, spectators swarm around her," says Vicky Nash, 48, co-owner with her husband, Richard, 56, of Retro Trailer Design in Glenwood Springs, Colorado. "Even with minimal marketing and PR efforts, we constantly get inquiries from vintage trailer enthusiasts about buying a trailer or about fixing up their own."

Candy is a fully restored, 1962 Shasta Airflyte 16-foot vintage camper, the showpiece vehicle of vintage trailers restored by Retro Trailer Design, a fast-growing business created by the Nashes, longtime Costco members. The business fully restores and sells castaway, pre-1970 trailers and works with clients to customize and repair their own classic rigs.

This onetime driveway-and-garage hobby began in 2005, when Vicky, a tourism marketing and communications professional, read a magazine article about Sisters on the Fly, a group of women who travel the country in antique trailers painted with colorful murals. Intrigued, she searched for and found a 1970 Shasta needing just cosmetic repairs for sale. Richard, a lifelong classic car buff and custom-home builder, agreed to help fix it up.

Canned hams

Hooked, the Nashes then decided to sell their reconditioned project to focus on their real love, the older, more rounded trailers. Between 1941 and sometime in the '50s, Shasta

travel trailers were built to provide housing for U.S. armed forces troops. They quickly became popular with campers due to their high quality and low price, but also because of their styling, which was affectionately dubbed "canned ham," due to their shape, similar to that of a tinned ham. Shasta stopped producing trailers in that shape after 1965. They are renowned for the two iconic decorative silver wings on the back, originals of which are quite rare; they were first used on 1958 models.

The Nashes snapped up the future Candy for just \$100 and then virtually stripped the broken-down trailer to the frame. Vicky, in charge of the design, chose new red and black interior fabrics and a black-and-white checkerboard floor. Nine months (and \$10,000 in materials) later, the completed project made her debut. Reminiscent of a peppermint stick, she was named Candy.

Reconstructing history

Finding 50-plus-year-old castoff trailers and replacement parts is challenging for the Nashes, who hunt down prospective projects (sometimes true eyesores) behind barns, in junkyards and along roadsides. But the biggest challenge is not knowing the full extent of damage until pieces are removed, explains Richard. "Sometimes what appears to be a small leak around the ceiling vent turns out to have caused major problems with the wooden frame inside the walls."

When trailers arrive, they are dismantled and inspected for typical water leakage and neglect damage. The wooden frame is repaired and new pieces replaced. Exterior aluminum is removed and used as a template to replicate the sides and rooftop. Original appliances are polished and cleaned, fixtures are reconditioned and everything is brought to fully functional working order. Some features are updated, such as swapping out an icebox for a refrigerator. Plumbing and electrical systems are upgraded, cabinets are reinstalled and gallons of shellac or paint coat the interior walls.

CONTINUED ON PAGE 39

CAR FACT: ELECTRONICS AND EMF RADIATION

ELECTROMAGNETIC FIELD (EMF) radiation is generated when electronic devices are turned on and trying to electronically connect to other devices, to receive input signals or produce output signals. Some people are more sensitive to EMF, and it is good to minimize exposure. There are effective ways to shield devices and connections and wiring to help minimize the EMF radiation within a vehicle. Use an EMF measurement meter, such as a Tri-Field Meter 100XE, with all of the vehicle's electronics turned on. Some vehicles use fiber-optic connections to reduce the EMF.—Byron Bloch, national auto safety expert (www.autosafetyexpert.com)



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CAR FACT: FUEL TANK LOCATION

THE LOCATION OF a vehicle's fuel tank is a critical safety consideration. Regardless of the type of vehicle you're looking at, the fuel tank should be located forward of the rear axle and inboard of the frame rails, and not near the rear bumper or outboard of the frame rails. Look beneath the vehicle to make sure you see where the fuel tank is located.—Byron Bloch



CONTINUED FROM PAGE 37

Cushions and curtains are replaced with fabrics featuring nostalgic patterns. The outside is preserved or repainted, while logo badges and decals are reapplied. Richard also searches for vintage cars to pull the trailers, which in the case of Candy meant a 1961 Ford Galaxie Sunliner convertible needing a full restoration. That consisted of an engine and transmission overhaul, brakes, shocks, black-and-white upholstery, fresh chrome, a new soft top, a matching paint job in Ford Candy Apple Red and a new hitch with electronic brake control.

Depending upon the extent of the renovation, buyers can expect to wait about four to six months and pay between \$15,000 and \$20,000 to own one of these one-of-a-kind creations. "We especially like Shastas," Vicky says. "However, we will work on any brand that is older than 1970."

Bart and Jennifer Victor, owners of Charcoalburger, a classic drive-in burger stand in Glenwood Springs, collect all things retro and purchased a renovated 1970 Shasta from the Nashes. "The red, black and white motif of the trailer matched the look of our drive-in," Victor explains. "We use it for an office space behind the restaurant, which worked out well. Plus it is a fun attention-grabber!"

Irene Middleman Thomas, www.irenethomas.com, is a Colorado-based writer.

Towing the line



Tow-vehicle selection tips

By Randy Scott

DAVID W. SCHNEIDER

HOW DO YOU find the right tow vehicle to transport your boat, trailer or fifth wheel? In reality, wise tow-vehicle selection begins miles ahead of the purchase by considering a variety of important factors. While the topic sounds simple, the decision process, especially for the novice towing enthusiast, can be daunting. A bad choice can be costly.

Tow ratings

Vehicles come with various tow ratings. So, first and foremost, know exactly the weight of what you will be towing. The published boat weight does not include boat gas (6 pounds per gallon) and generally does not include the weight of the trailer, which can be substantial. Occasionally it even omits engine weight. Base trailer weights don't include any accessories or holding-tank water (8.3 pounds per gallon). And if you plan to tow a horse trailer, don't forget to count ol' Trigger.

Once you know how much weight, allow some cushion. Towing at maximum capacity generally produces lackluster performance, especially if you are ascending hills and passing other vehicles, when you really need added oomph. It also guzzles more fuel and tends to shorten drivetrain longevity.

Familiarize yourself with the automaker's optional tow packages and pair these with the maximum load you'll be towing. Bear in mind that vehicles usually have separate "weight-carrying hitch" and "weight-distributing hitch" tow ratings. The latter has a larger rating because it distributes towed weight between the tow vehicle's axles and the trailer's axles.

Engine size and axle ratio

Engine size affects towing capacity greatly, but so does axle ratio. Most automakers offer a choice, such as 3.7:1 or 4.1:1. A numerically low ratio offers better fuel economy, longer engine life and quieter

operation, while a higher ratio is good for quick acceleration, climbing grades and carrying loads. The ideal ratio for towing is usually a compromise. The closer you are to your maximum tow capacity, the more you will want a higher axle ratio to handle it. Discuss this with the auto dealer to ensure you're making the best choice.

Transmission considerations

If you intend to tow often, especially over hilly terrain or near maximum towing capacity, you should seriously consider equipping your rig with a transmission oil cooler. Transmissions are usually one of the first things to fail when a vehicle is used to tow frequently. Some heavy-duty tow packages include a tranny cooler. For the vehicle you are considering, it is an option worth adding.

Finally, vehicles equipped with four-wheel drive come with a lower tow rating due to additional componentry weight. And they generally get poorer fuel economy. Nonetheless, if you find yourself caught in inclement weather, or if you're pulling a heavy boat up a steep, slick launch ramp, the added traction afforded by four-wheel drive is hard to beat.

There is more to making a wise tow vehicle selection than you might have realized. Armed with these basic tips to steer you in the right direction, however, you need not feel overwhelmed, but can approach a purchasing decision with confidence. ☑

Costco member Randy Scott has tested and reviewed scores of trucks, SUVs and vans designed for towing.

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▶ Scan or click any image to learn more about fuel-saving performance (see page 5).

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Dangerous curves ahead

Five deadly driving hazards—and how to survive them

By Alex Markovich

YOU LIFT YOUR FOOT off the gas, but your car surges ahead as if it has a mind of its own. An approaching car swerves into your lane and comes straight at you. A tire blows out, and the steering wheel pulls violently in your hands. In each of these cases, what you do—and don't do—next can make the difference between a simple scare and a disaster.

Runaway engine

On August 28, 2009, California Highway Patrol officer Mark Saylor was driving with his wife, daughter and brother-in-law aboard. Suddenly the car began to accelerate. Their desperate 911 call was of no avail. All four died in a fiery 120-mph crash.

The problem behind “unintended acceleration” may be a mechanical glitch or simply a floor mat bunched up against the gas pedal. Whatever the cause, stopping is easy if you know how.

With an automatic transmission, shift into neutral. With a manual, step down on the clutch pedal. The engine will race, but the car will stop accelerating. Don't turn off the ignition while the car is moving, or braking and steering will require much greater effort.

Wrong-way driver

This is one of the most hair-raising situations you can face. The driver who's about to ram you head-on may be asleep, distracted, drunk, sick or even suicidal. In that instant, it doesn't matter. Brake hard and lean on the horn. Steer toward the right—off the pavement, if necessary. Don't steer left: The oncoming driver may swerve back at the last instant. Avoid a head-on crash at all costs. If you must hit something, aim for shrubs, a parked car, anything that gives.

Tire blowout

My niece Jill was driving to college in Connecticut when construction debris blew out one of her tires.

She slammed on the brakes, and her car spun around and rolled over three times. Only her safety belt saved her from serious injury.

If you have a blowout, stay off the brakes. Keep your foot steady on the gas, grip the wheel firmly and concentrate on steering. When you have the car under control, gradually lift off the gas.


No brakes

Today's cars have dual brake systems, so total brake failures are very rare. In case of a malfunction, the brakes on at least two of the four wheels should still work. But stops will take longer and will require more pedal effort.

Pumping the brake pedal rapidly and hard may build up enough pressure for a four-wheel stop. If necessary, shift into a lower gear so the engine slows you down. You might damage the transmission, but that's better than crashing. As a last resort, scrub off speed by sideswiping a wall or parked cars—whatever it takes to slow down.

Hydroplaning

You're driving on a wet road, maybe a little too fast, when the steering suddenly feels eerily light. What has happened is that a thin wedge of water has actually lifted your front tires off the pavement, as your car glides ahead as if on ice. To regain control, ease off the gas. That will shift some of the car's weight onto the front tires and squeeze out the water underneath. Then, slow down.

Whether you drive a Hummer or a hybrid, knowing what to do—and what not to do—in an emergency is the key to survival. 

The Costco Connection

WORN TIRES are more likely to blow out and to hydroplane. To check for wear, insert a penny, Lincoln's head first, into each of your tires' treads. If you can see the top of Lincoln's head in any tread, replace the tire. While you're at it, check for cuts and bubbles, which are signs of impending tire failure. You'll find a wide selection of BF Goodrich, Bridgestone and Michelin tires in the Tire Center at your local Costco warehouse and on Costco.com.

CAR FACT: SIDE CURTAIN AIRBAGS

SIDE AIRBAGS ARE built into the side of the backrests for the front seats, and primarily protect the torso. Side curtain airbags inflate downward from the roof side-rail to cover most of the side windows and thus provide good protection for occupants' heads, especially in side-impact and rollover accidents.

The safest choice is to select a vehicle that has both the backrest-mounted side airbags and the side curtain airbags.—Byron Bloch



Tablet or smartphone?

Scan or click here for a video with tips for driving on wet roads. (See page 5 for details.)

Alex Markovich was the auto editor at Consumer Reports before he retired. His articles have appeared in many publications.

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Roads scholar

THROUGH Driven Car Reviews, Tom Voelk, a longtime Costco member, takes viewers on the road as he puts a myriad of cars and trucks through their paces. He reviews about 45 cars a year, and his informative and entertaining videos are available on his website (drivenreviews.com), on YouTube (www.youtube.com/user/DrivenCarReviews) and as a podcast series on iTunes (just search "Tom Voelk"), where it became the first podcast to win an Emmy Award.

In 2003, Voelk launched *Driving Northwest*, which ran for eight years on KING-5 TV in Seattle. Since the beginning of his video reviews, which Voelk produces himself, when it's time to test trunk capacity, Voelk has headed to his local Costco to see how many massive Kirkland Signature™ bath tissue packages he can load into a vehicle.

"I was looking for a useful metric to run trunk tests with," Voelk tells *The Connection*. "One afternoon, while I was in Costco, I saw the Kirkland Signature toilet paper packs and the light went on in my head. They're perfect. The packages are about the size of a rolling suitcase, and they bring a little fun into the

process as well. The average car holds six packs, and I figure I've loaded nearly 2,500 packages of large toilet paper into cars over the years." —Will Fifield

The Costco Connection

The Costco Auto Program has helped many Costco members find the car (and the trunk) of their dreams, at a great value. Visit Costco.com and click on "Services," then "Costco Auto Program."



CAR FACT: ROOF STRENGTH

THE STRENGTH-TO-WEIGHT ratio (SWR) of a vehicle's roof indicates how well it will withstand a rollover accident. In tests, a metal plate is slowly pushed downward on the outer side of the roof until it reaches 5 inches of crush; an SWR of 4 means it took a force of four times the vehicle's weight. The higher the SWR number, the stronger the roof. Safer roofs have a rating of at least 4.0. Check the data at the website for the Insurance Institute for Highway Safety and the Highway Loss Data Institute, www.iihs.org. —Byron Bloch



Tablet or smartphone?

To see Tom Voelk review a Buick Verano, which includes his Costco TP "trunk test," scan or click here. (See page 5.)



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Creating the family cookbook

How to preserve your family's history—one recipe at a time

MEDIA BAKERY

By Daytona Strong

WHEN HER MOTHER was alive, Costco member Terry Guzman asked her to write down some recipes. The resulting notebook filled with handwritten recipes and stories later inspired Guzman, who lives in Longboat Key, Florida, to create her own cookbook.

A wealth of recipes are available in books and websites, but creating a family cookbook preserves family history in a personal and evocative way. Thinking about compiling a collection of your own family's recipes with plenty of time for holiday gift-giving? Here are a few guidelines to keep in mind.

Identify the goal

Whether you want to honor a particular relative or create a food-based family history, establish your goal upfront. Then, focus on meaningful recipes rather than trying to create the most impressive dishes, suggests Costco member Alice Currah, Seattle-based author of *Savory Sweet Life: 100 Simply Delicious Recipes for Every Family Occasion* (William Morrow, 2012), a traditionally published cookbook of family favorites that grew out of her blog with the same name.

Collect recipes

Interview relatives about their favorite dishes, taking notes about anecdotes as you go. Scour old recipe cards, binders of recipes, even old church cookbooks.

If you're able, get in the kitchen with loved ones who cook by instinct, suggests Dianne Jacob, a Costco member and author of *Will Write For Food: The Complete Guide to Writing Cookbooks, Blogs, Reviews, Memoir, and More* (De Capo Lifelong Books, 2010).

"Ask family members to make the dishes in front of you, so you can grab their wrists and measure before they toss a little of this and that into the pot," she tells *The Connection*.

Plan your vision—but keep it simple

How many recipes? Stories? Photos? This sort of project can easily take on a life of its own, which is why Jacob advises people to keep it simple. While most traditionally published cookbooks include at least 75 recipes, it's possible to create a lovely book with far fewer. Also, if family members express interest, feel free to delegate the work.

Edit, edit, edit

With materials collected, it's time to scrutinize the content. Establish a style guide at the beginning to ensure consistency in recipe format. For heirloom recipes, consider noting adaptations and including a copy of the original handwritten recipe for an illustration.

Design and print the book

Stories and photos add richness. But producing a full-color book dripping with

visual appeal in addition to the appetizing recipes can be time-consuming. As you consider the design and packaging, remember the goal you determined at the start.

Consider going electronic

When Costco member Elise Bauer started SimplyRecipes.com—now a major food blog—she wanted to collect recipes in a way that would allow friends and family to access recipes from anywhere in the world.

"Each has its place," she says. "I view the website like a living document, something that is flexible and changeable. A book is more like an archive, more fixed in place."

Ultimately, format takes a back seat to having a collection of recipes and stories that can be passed down, as was the case with Guzman, who printed enough copies of *What Can I Get You?* to sell locally and to friends who gave them out as gifts.

"When my grandchildren fix these recipes they're going to know their nana is right there, even if I'm not," Guzman says. 🍴

Seattle-based freelancer Daytona Strong is working on her own family cookbook. She writes about her family's heritage through the lens of food at www.outside-oslo.com.

Adeline Midstokke-Halvarson's Peanut Bars

"These nutty bars go back to midcentury North Dakota, where my grandma would make them for a restaurant where she worked," writes Daytona Strong. "They've stood the test of time, and I remember eating them throughout my childhood and even have a recent batch in my freezer right now."

CAKE

½ cup shortening
1½ cups sugar
2 eggs
1½ teaspoons vanilla
2⅛ cups flour
3 teaspoons baking powder
1 teaspoon salt
1 cup whole milk

FROSTING AND TOPPING

¼ cup milk
2 tablespoons butter
2 teaspoons vanilla
3 cups powdered sugar
1 pound roasted and salted Spanish peanuts, finely chopped

Preheat oven to 350 F. Grease a 9-by-13-inch pan.

To make the cake, cream shortening and sugar; it will be a snowy consistency. Add eggs and continue beating until smooth, then mix in vanilla.

Sift together flour, baking powder and salt in a bowl. Add flour mixture and milk to the batter in thirds, alternating between additions.

Pour batter into cake pan and smooth the surface. Bake for 25 to 30 minutes.

To make the frosting, heat milk briefly in a saucepan over medium heat, then add butter and stir until melted. Remove from heat. Mix in vanilla, then powdered sugar, stirring until smooth.

When the cake is cool, cut into 2½-by-1½-inch bars. Dip in frosting to coat, then roll in the finely chopped peanuts. Makes 30.

Printed with permission from Daytona Strong.



Aunt Adele's Crab Dip

Terry Guzman, author of *What Can I Get You?*, says, "My Aunt Adele, at the party she gave for my brother Dennis and his wife, Cathy, served this before they got married. It is great and always goes quickly."

1½ to 2 pounds crabmeat (can use either back fin or lump crabmeat)
1 pound shrimp, cooked, peeled, deveined and chopped
2 (8-ounce) packages cream cheese, softened
3 or 4 green onions, chopped
White Worcestershire sauce, Tabasco, salt and pepper, to taste
Juice of 1 lemon
Mayonnaise and/or sour cream, if needed to thin out

Chop the seafood by hand into bite-size chunks. Set aside.

Put the cream cheese, onions, Worcestershire sauce, Tabasco, lemon juice and salt and pepper in the food processor and whiz until well whipped. Continue to add seasonings to taste. Judiciously add either mayonnaise or sour cream to thin out the dip. Be careful. You want it to stick to the chip, not drip.

Remove the cream cheese mixture from the food processor and add it to the chopped seafood. Do not reverse this procedure by adding the seafood to the processor, as one whiz will pulverize the seafood. Serve with corn chips or crackers. Makes 2½ cups.

Recipe reprinted with permission from Terry Guzman.

The Costco Connection

Costco warehouses carry a variety of foods for preparing favorite family recipes. You can make photobooks that feature recipes by going to Costco.com and selecting "Photo."

PHOTO: JSC



ALICE CURRAH

Thai Marinated Grilled Chicken Skewers

Included in Alice Currah's book, *Savory Sweet Life*, these skewers are irresistible to her children. "[This recipe] is a crowd favorite, especially among our friends and their children. The sauce literally takes only minutes to make and people love to eat it by the spoonfuls. I joke with my daughter Abigail, 'Would you like some rice with that sauce?'"

SPECIAL EQUIPMENT

24 wooden skewers
3 pounds skinless, boneless chicken breasts, cut into 1-inch cubes

2 garlic cloves, minced
1 teaspoon finely minced fresh ginger
½ teaspoon ground cardamom

MARINADE

¼ cup soy sauce
3 tablespoons firmly packed dark brown sugar
2 tablespoons fresh lime juice
2 tablespoons oil
1 tablespoon curry powder

PEANUT COCONUT SAUCE

1 can (13.5 ounces) coconut milk, (not fat free or light)
¼ cup peanut butter
¼ cup packed brown sugar
1 tablespoon soy sauce
1½ teaspoons red curry paste

Soak the skewers in ice-cold water for 15 minutes to prevent them from burning; set aside.

Place the chicken in a medium bowl. Prepare the marinade: Whisk all of the ingredients together in a separate bowl. Pour the marinade over the chicken and massage the meat with your hands for 1 minute to coat the cubes well. Cover the bowl with plastic wrap and marinate in the refrigerator for at least 1 hour or as long as overnight.

Prepare the peanut coconut sauce: Combine all of the ingredients in a saucepan and cook over medium heat for 3 minutes, stirring occasionally. Remove from heat and set aside.

Spray a grill rack with nonstick cooking spray and set the heat to high or use a grill pan. Thread 6 to 8 chicken cubes onto each skewer. When the grill is ready, cook the chicken for 8 to 10 minutes, turning the skewers over halfway through. Remove the skewers from the grill and allow the chicken to rest for a few minutes before serving.

Serve the peanut coconut sauce alongside the chicken skewers. Makes 4 to 6 servings.

Variations: Cubes of top sirloin beef or pork loin can be substituted for the chicken.

Recipe reprinted with permission from William Morrow.

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profile view



Diamond Ring

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The platinum comfort-fit wedding band is available for men and women. Item #641660, #583605

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Bridal showers on a budget

Elegant events without a party-spoiling price



MEDIA BAKERY; IRIDIO; THINKSTOCK

By Sharon Naylor

ALL BRIDESMAIDS want to throw a lovely shower for the bride. They imagine gorgeous floral centerpieces, a lavish and delicious menu, guests blissfully sipping Champagne and the bride beaming, knowing her bridesmaids planned this celebration for her.

But the dream often pops like a bubble in that Champagne when the costs of such a shower are revealed. TheKnot.com reports that bridesmaids spend an average of \$1,400 on their wedding expenses, including their dress, shoes, travel, gifts and shower expenses.

Still, bridesmaids can make that dream bridal shower come true, with some smart planning. And it helps that many of the basics are available at Costco.

Let's start with food

The food helps make the at-home bridal shower a success, and one of the best secrets in planning a menu without the savings showing is to serve unique foods that guests don't often make for themselves, or devise a creative twist on a traditional dish. Here are some top ideas.

➤ A buffet-style food presentation creates a visual feast, and very often costs less per guest than a sit-down meal.

➤ Serve lots of unusual vegetarian dishes, such as mini veggie quiches, stuffed mushrooms, steamed artichokes with dipping sauces, stuffed grape leaves and the like. Tiny bites of lighter fare with sensational flavors often cost 60 percent less than meat or seafood buffet items.

➤ Also serve a variety of hummus and dips, with a bounty of pita bread triangles, toasted baguette circles and cut veggies.

➤ Consider using seafood as garnishes, such as a sprinkling of lobster meat on top of a ravioli dish.

➤ For hot entrées, serve inexpensive

chicken or pasta in chafing dishes, and dress them up with creative, gourmet sauces.

➤ Alternatively, plan a brunch, with a menu that includes inexpensive muffins, pastries, bagels, quiches and fruit.

Next up: drinks

Drinks are an important element of an enjoyable bridal shower. As with food, you can take smart steps to achieve maximum pleasure, minimum price.

➤ Serve a limited open bar, with two or three kinds of wines, two or three signature cocktails and a variety of soft drinks.

➤ Serve a nonalcoholic signature drink: iced tea mixed with lemonade.

➤ Stretch your Champagne supply by blending it with a fruit juice and garnishing with a popped-in fresh raspberry.

➤ Likewise, stretch your wine supply by serving colorful sangrias in glass pitchers.

➤ Serve crowd-pleasing punch in a blend of tropical or berry flavors with sparkling soda.

➤ Use cut fruits as garnishes—even a glass of water will look more elegant.

Happy endings: cake and desserts

Everyone looks forward to the cake at a bridal shower, so make this sweet ending to your party stand out—without spending \$200 for a lavishly decorated cake from a baker.

The Costco Connection

Costco offers dozens of items to make a bridal shower or wedding affordable, including roses and other cut flowers, a wide variety of fresh foods and beverages, and sheet cakes and cupcakes made fresh daily in the in-warehouse bakeries.

Instead, choose a nice cake from Costco, decorated simply. Leave the intricate, piped-on icing designs and hundreds of sugar-paste flowers for the bride's wedding cake. You don't want your cake to outshine hers!

Dress up a sheet cake with extra frosting flowers in its design, or press in some chocolate-covered strawberries on top and around the bottom edges.

Display your cake surrounded by colorfully frosted cupcakes, mini pastries, truffles and candies for a buffet of sweets that will thrill your guests without straining your budget.

Another option is to skip the cake and just serve pretty cupcakes on tiered platters.

Flowers and favors

Lovely floral centerpieces can be easily made using fresh flowers. Use vases you and your co-hosts own, and fill them with colorful long-stemmed flowers. When you design multihued centerpieces, you need fewer flowers to make a visual impact than you would with, say, only white flowers.

Also, use more ferns and greenery than flowers in your centerpieces for a lush, natural look that costs very little.

You can create low-set centerpieces with simple tufts of ultra-inexpensive baby's breath. And float a single large flower, such as a gerbera daisy, in a water-filled bowl at the center of each guest table.

Last, send guests home with a favor they'll enjoy, such as packaged cookies or brownies, a trio of chocolates from a big box or two, a collection of herbal teas or a single flower wrapped in cellophane. ☞

Sharon Naylor (www.sharonnaylor.net) is the author of *Bridesmaid on a Budget* and *The Ultimate Bridal Shower Idea Book*.

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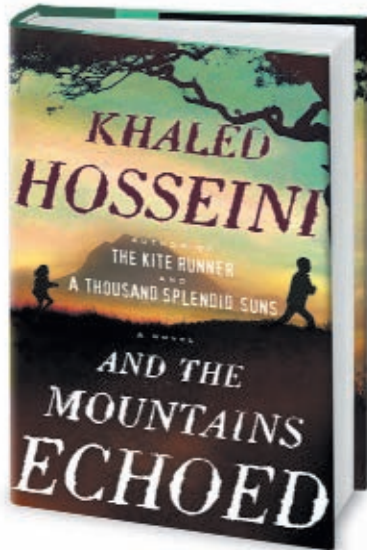
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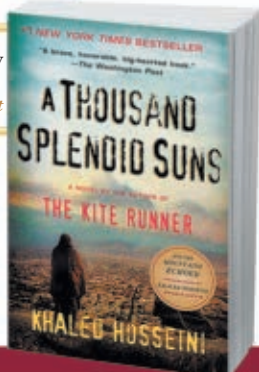
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There’s nothing like spending an afternoon at A Good Yarn, a local knitting store, where friends gather, laugh and cry together and form a new kind of family. Warmly told, Debbie Macomber’s new novel, *Starting Now*, is a heartfelt tale, filled with the promise of new beginnings.

Ballantine Books | hardcover | fiction |
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Scan or click Debbie Macomber’s *Starting Now* for video (see page 5).

New from Sophie Kinsella!

When Fliss’ sister Lottie, on a misguided whim, dashes to the altar with Ben, Fliss quickly concocts an elaborate scheme to sabotage their wedding night. As she and other loved ones set off to Greece in pursuit, Lottie and Ben are in for a honeymoon to remember, for better ... or worse!

The Dial Press | hardcover | fiction | on sale April 23 | Item #750617



Lose up to 10 pounds or more in 21 days!

Bob Harper, celebrity trainer and best-selling author, has helped millions lose weight and get in shape for life on NBC’s *The Biggest Loser*. In *Jumpstart to Skinny* Harper offers the simple fast-acting three-week plan that he shares with his celebrity clients to help readers reach their short-term goals.

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Scan or click here for our 2012 story on Bob Harper (see page 5).

One woman’s incredibly *Wild* journey

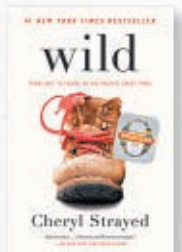
Don’t miss the book that has everyone talking. Twenty-two-year-old Cheryl Strayed’s life was in turmoil. Feeling that she had nothing left to lose, Cheryl set out alone on a thousand-mile hike of the Pacific Crest Trail—a journey that strengthened and ultimately healed her.



Maya Angelou at her most vulnerable

Maya Angelou’s life has been chronicled famously in her best-selling autobiographies. For the first time, Angelou reveals the struggles and the triumphs of her thorny bond with the woman she preferred to simply call “Lady.” *Mom & Me & Mom* is a true tour de force from an extraordinary writer.

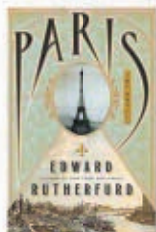
Random House | hardcover | memoir | on sale April 2 | Item #626786



Vintage | paperback |
memoir | on sale March 26 |
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The *Burgess Boys* discover the ties that bind

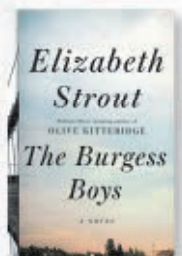
The acclaimed author of *Olive Kitteridge* returns with a stunning new novel. Haunted by their past, Jim and Bob Burgess leave their small town at a young age—headed for success and new beginnings in New York City. But when family calls and they are forced to return home, long-buried tensions surface in ways they never imagined.



An epic portrait of the City of Light

The story unfolds through characters real and fictional—from the building of Notre Dame to the '20s, when the Lost Generation could be found drinking at Les Deux Magots, to the 1968 student revolt. The City of Light is brought to life in Edward Rutherfurd’s *Paris*.

Doubleday | hardcover | fiction | on sale April 23 | Item #750610



Random House | hardcover |
fiction | on sale March 26 |
Item #750352

KHALEDHOSSEINI



Scan or click the image of *Paris* by Edward Rutherfurd for video (see page 5).

Life among the ruins

A quest for redemption and love

By J. Rentilly

FORTY YEARS AGO, wearing a patch over his blinded left eye, a souvenir from a brutal playground injury, and feeling like an outsider in his suburban Spokane, Washington, community, 7-year-old Jess Walter created a monthly, family-crafted anthology called *Reader's Indigestion*. Modeled on *Reader's Digest*, the homemade—indeed, handmade—periodical featured stories, interviews, humor and illustrations, a pastiche of the world as Walter knew it.

"Though there were days where I wanted to be a basketball player or a stand-up comic or a male model," Walter cracks, "I think I was destined to be a writer. I certainly knew from that moment that it's what I wanted more than anything else in the world."

Six novels, a work of nonfiction and years at a daily newspaper later,



HANNAH ASSOULINE

Jess Walter

Walter is no longer an outsider of any sort; *Beautiful Ruins*, his exquisite, heartfelt and hilarious best-selling novel, has guaranteed that. That it took the writer more than 15 years to compose it is testimony to its sweeping scope and deeply personal nature.

Inspired in part by *One Hundred Years of Solitude* and *The Unbearable Lightness of Being*, both timeless and thoroughly contemporary, *Beautiful Ruins* tells the story of a group of outcasts, misfits and rejects united and reunited in their pursuit of redemption and, even, love. "The novels that move me are the ones where you connect with some shard

of a character's desire or ambition or regret," says Walter. "*Beautiful Ruins* is not an autobiography by any stretch of the imagination, but the novel does go a lot of the places I went, both physically and emotionally, over the 15 years it took to write it."

"It's not surprising to me that the book took so long," says Cal Morgan, editorial director at Harper Perennial, and editor of all six of Walter's novels. "*Beautiful Ruins* has such an intricate, complex structure that it's almost miraculous. Jess brought the craft of an architect to his storytelling."

Walter became a professional writer and a first-time father almost simultaneously, at the age of 19, and changed his college major from creative writing to journalism. "I wasn't going to support a kid working in a novel factory," he laughs. Instead, he worked on a steady stream of short stories, while paying the bills as a contributor to *The Spokesman-Review*, his hometown newspaper.

"Working in journalism probably kept me from writing a whole lot of bad fiction about growing up in the suburbs, because there's a sort of outward-looking quality to the craft," says Walter, who still resides in Spokane. "As a journalist, you're in the world, trying to understand how everything fits together, and it develops in you a sense of curiosity that, I think, is important to writing novels. It was certainly important to me."

Currently enjoying the publication of his first collection of short stories, *We Live in Water*, and the continued blockbuster success of *Beautiful Ruins*, Walter believes that unvarnished honesty—about the truth and in regard to his instincts—is key to his connection with readers.

"One of the hardest things for a writer is the fear of sentimentality, so sometimes that scares you away from any sentiment and you get these novels that are dry to the bone," he says. "*Beautiful Ruins* took 15 years to write, and it was a time when I lost parents and had children and watched my oldest daughter grow up and move away, and, you know, you kind of can't hide the ache of living if you're being honest. So I sort of didn't try. And I think readers really feel that."

Says editor Morgan, "*Beautiful Ruins* touches people who love romance and who love to laugh, and, by the end, it manages to evoke an overwhelming, sublime sense of destiny."

"If there's something I like about the book," says Walter, "it's the span and scope of our lives, that *Beautiful Ruins* allows us to rise above the highway a little bit and feel the path beneath our feet, the loves and losses and how it all comes together. That's what it does for me, and I hope it has that same effect on other people." ☐

J. Rentilly is a Los Angeles-based writer.



IF I HAD magical powers and could choose any book to step into and take up residency, it would be this month's pick, *Beautiful Ruins*, by Jess Walters.

The novel begins in 1962 on the Italian coast. A young innkeeper looks up to see a woman in white approaching in a boat. She is an American starlet, and she is dying. Flash forward 50 years to a movie studio's back lot. An elderly man is searching for a mysterious woman he last saw decades ago.

Walters takes readers on a journey that includes stops at the *Cleopatra* film set, the Edinburgh Fringe Festival and points in between. The characters he's created—including the star-struck Italian man—and the people he's re-created—the passionate Elizabeth Taylor and Richard Burton—populate an engaging world readers won't want to leave. (Available in most warehouses, item #748995)

For more book picks, see page 59.



Pennie Clark Ianniciello,
Costco book buyer

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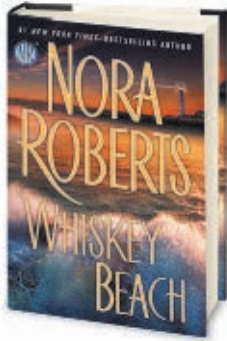
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COSTCO HAS 50 COPIES of Jess Walter's *Beautiful Ruins* to give away. To enter, go to Costco.com, search for "AprBookPick" and follow the instructions. Or print your name, address and daytime phone number on a postcard or letter and send it to: Jess Walters, *The Costco Connection*, P.O. Box 34088, Seattle, WA 98124-1088.

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From the beach to Paris, great reads from Putnam



Putnam | hardcover | fiction |
on sale April 16 | item #750340

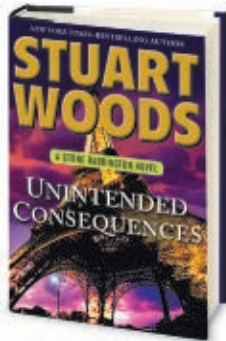
WHISKEY BEACH Nora Roberts

"America's favorite writer,"*
#1 *New York Times*—best-selling
author Nora Roberts weaves
together passion and obsession,
humor and heart, in a novel
of two people opening



themselves up to
the truth—and
each other. . . .

**The New Yorker*
Photo © Bruce Wilder



Putnam | hardcover | fiction |
on sale April 9 | item #750350

UNINTENDED CONSEQUENCES Stuart Woods

New from the *New York Times*—
best-selling author. When Stone
Barrington awakens to find himself in
a Paris hospital—with no recollection
of how he got there—he sets out to
find answers. A dinner invitation from
a mysterious woman is the first clue
in an intricate puzzle—one that
will lead down a path
he never anticipated.



Penguin | paperback |
fiction | on sale
March 26 | item #635192

Explosive fiction

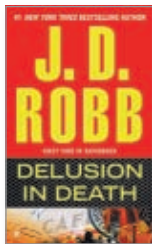
A young physician is obsessed
with medically preventing pain.
However, he's also obsessed
with causing it. *The Tale of Raw
Head & Bloody Bones* is moving,
imaginative and unexpectedly
funny. And, just when Jack the
Ripper's reign of terror ends, a
new one begins in *The Yard*.



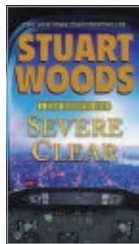
Berkley | paperback |
fiction | available mid-
April | item #630254

Characters we love to follow

Happy hour turns deadly at a
bar, and after 12 minutes of
madness, 80 people lie dead.
It's up to Lieutenant Eve Dallas
to sort out the events in
Delusion in Death. In Stuart
Woods' *Severe Clear*, Stone
Barrington has to stop a deadly
party crasher.



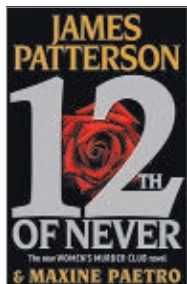
Berkley | paperback |
fiction | on sale April 2 |
item #750341



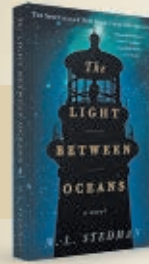
Signet | paperback |
fiction | on sale April 2 |
item #746682

A new Women's Murder Club thriller

Lindsay Boxer's newborn baby isn't a week old
when the new mother is forced to return to
work to face two of the biggest, most bizarre
cases of her career. But nothing can prepare the
detective when she's faced with the possibility
of the most devastating loss of her life.



Little, Brown and Company | hardcover | fiction |
on sale April 29 | item #409620



The *New York Times* Best-seller NOW IN PAPERBACK

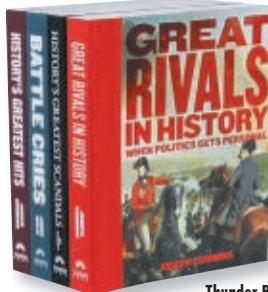
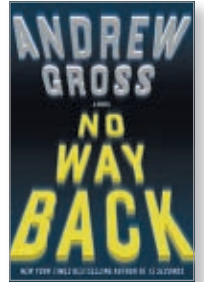
The stunning debut novel about a
lighthouse keeper and his wife, who
make one devastating choice with
lifelong consequences.

Paperback | fiction | on sale April 2 | item #637448

One horrific crime, two desperate women

Wendy Gould is an average soccer mom and
the only witness to a shocking murder. Nanny
Lauritzia Velez is the keeper of a deadly
secret. With both of their lives in danger, the
unlikely pair must work together against those
who want nothing more than to see them dead
in *No Way Back*.

William Morrow | hardcover | fiction | on sale April 2 | item #630250



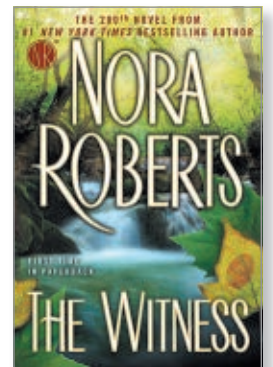
Thunder Bay Press | paperback | nonfiction | on sale late April | item #749674

The very best of history

Eloquent words and great speeches
become rallying cries during the
heat of war in *Battle Cries*. *Great
Rivals in History* highlights the
epic struggles between 48 iconic
adversaries. *History's Greatest
Scandals* is filled with shocking
stories of powerful people.

The perfect blend of suspense and romance

One reckless night, the studious and
obedient Elizabeth Fitch allows a
stranger with an alluring Russian
accent to whisk her off to a house on
Lake Shore Drive. Twelve years later,
the woman now known as Abigail
Lowery lives on the outskirts of a
small town in the Ozarks—alone
except for her fierce guard dog and a
cache of firearms. She keeps to herself
and reveals nothing, which may be
the quickest way to get attention in a
small Southern town. Don't miss *The
Witness*, new from Nora Roberts.



Berkley Trade | paperback |
fiction | on sale April 2 | item #750351



New from America's Queen of Suspense MARY HIGGINS CLARK

In the #1 *New York Times*
best-selling author's new novel,
a dark secret from a family's past
threatens the lives of two sisters.

Hardcover • Fiction • On Sale April 9 • Item # 626652

West-side story

American West Books grows into a powerhouse

By Chris Penttila

IF YOU'VE EVER BEEN surprised to find a local celebrity's latest book at Costco, you can thank American West Books.

The Sanger, California-based wholesaler supplies print books on local and regional topics to Costco warehouses nationwide. The privately held company carries more than 10,000 book titles, including regional cookbooks, books on local or regional history or sports, and, yes, books authored by local celebrities.

"The last two years have been our best years ever," says company president and CEO Josh Mettee, 38.

Not a bad track record in an industry hit hard by the poor economy and the rise of digital technology. Mettee sees consumers' interest in their local communities as a driving force behind his company's recent success. "Most people know about the next Stephen King book, but they're not aware that there's a book on the history of their town," he says. "A small publisher may not have the means to get the word out."

Local and regional books also tend to be gift purchases or impulse buys that are better suited to print rather than digital format. "We're very fortunate to have a niche that is holding its own in the industry, because the books that we've always sold so far have not translated well to e-books," Mettee says.

American West Books supplies books from Arcadia Publishing, one of the nation's largest publishers of local history books, as well as from regional publishers throughout the United States. The company's clientele includes major wholesale, grocery and book chains, and it considers itself a "tailored wholesaler" that selects titles based on the shopper. "You have to try to understand who [the customers] are and learn about them. Then you have to figure out what they would be interested in," Mettee says. "We tailor our selection of books for the reseller that we're working with."

Over the years, Mettee has learned what sells well, and where. Regional books about hiking, for example, are popular nationwide, but especially in the West. Books about local and regional college sports teams, meanwhile, do very well in the

Southeast. "You have to understand the mind-set of the area," Mettee says.

He sees Costco's readership as well versed on trends. "They tend to know what's hot," he tells *The Connection*. "They're always looking for something they haven't seen before."

In 1993, Mettee's father, Stephen, who owned a Fresno printing business and had an interest in publishing, suggested Josh start distributing books for a small publisher who was trying to sell the business.

At age 19, Mettee took the publisher's 23 book titles on consignment and started making cold calls to independent bookstores, local museums and gift shops. Mettee, who was also a full-time marketing student at Fresno State as well as a night waiter for a catering company, spent 20 hours per week building a wholesale book company. "I went to school full time, and that was my main responsibility," he says. "When I graduated from college, I spent all my energies on the business."

In 1997, he struck a deal to provide a large order of one regional book, *Wildfires of the Pacific Northwest*, to Costco locations in Idaho, Oregon and Washington. Seeing the volume Costco could generate was the *aha* moment for Mettee, who by that time was generating steady volume from regular, small accounts but had doubts about staying in the business long-term and was mulling a career in corporate America.

"I decided that running this business can work and we could continue growing it," says Mettee, who was still fulfilling orders on his own, from labeling to shipping. He burned the midnight oil, hired the company's first employee a few years later and kept stoking the company with continued successes.

Mettee makes his home in the Fresno area with his wife, Annette, and their three children. The company's plot line had its initial twists and turns, but Mettee stays focused on writing the next chapter and delighting customers. Local books offer "a treasure hunt for [Costco] members," he says. "It works because it's a unique experience." ■

Chris Penttila is a freelance journalist based in Alexandria, Virginia.



Josh Mettee

STEPHEN BLAKE METTEE

SUPPLIERPROFILE

Company:
American West Books Inc.

President and CEO:
Josh Mettee

Founded: 1993

Employees: More than 20

Headquarters:
Sanger, California

Website: www.americanwestbooks.com

Comments about Costco:
"Featuring local books lets members know that Costco really does care about that community. [Costco is] truly spending the time and energy to make the shopping experience unique for their members in a specific community."—Josh Mettee



"You have to try to understand who [the customers] are and learn about them."

—Josh Mettee

BRAIN QUEST®



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late April | Item #662863



It's fun to be smart!

Brain Quest card decks are the perfect way for young learners to get a head start on their fundamentals. Created by a panel of award-winning educators and geared specifically for children. Brain Quest is the key to early success! Come to Costco to find PreK through Grade 2 card decks.

Reinforce what students learn in the classroom.

With hundreds of curriculum-based games, activities and exercises on every subject, Brain Quest Workbooks are an excellent way to reinforce what children are learning in school. A lively layout and easy-to-follow instructions make learning fun. It's written so that parents can even follow along and explain key concepts. Brain Quest Workbooks are available from PreK through Grade 4.

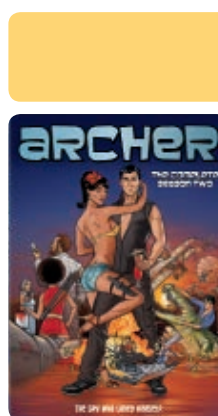


workbook | available
late April | Item #636043

workman
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Fox TV Favorites

Great Deals on Recent Seasons of Hot Fox TV Shows!



▶ Scan or click *How I Met Your Mother* Season 7 to watch a video clip (see page 5).

Also available: The Glades Season 2 | Touch Season 1 | White Collar Season 3 | Archer Season 2 & 3 | Family Guy Season 9 | It's Always Sunny in Philadelphia Season 7

Selection varies by location.

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Item numbers vary.

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April

Book buyers' picks

NONFICTION

Cooked, by Michael Pollan. Pollan, author of *The Omnivore's Dilemma*, is one of my favorite writers for helping me navigate what I choose to eat. In *Cooked*, he turns to his own kitchen and examines how the four elements—earth, fire, water and air—transform natural ingredients into delicious food and beverages. Pollan goes on to discuss how food prepared at home nourishes not only our bodies, but also our relationships with friends and family. (April 23)

—Chris Burns
inventory control specialist, books

FICTION

Starting Now: A Blossom Street Novel, by Debbie Macomber. After being let go from her job at a high-pressure law firm, Libby Morgan realizes she's put her career ahead of friends and the opportunity to have a family. Libby ends up spending her afternoons at a friend's yarn shop, A Good Yarn; the store becomes a second home and the women there a second family. The highest praise I can think to give is that Macomber's novels are as cozy as the yarn shop she lovingly describes in this series. (April 2)

—Lindsay Bubitz, assistant buyer, books

The Kingmaker's Daughter, by Philippa Gregory. I may be an unyielding fan of historical fiction, but I'm thankful I can enjoy it from this century. Richard, Earl of Warwick, was the most powerful magnate in 15th-century England. Without a son and heir, he did

what most men of that time did: He used his daughters as pawns in his quest to gain favor in court or strengthen connections to the royal family. While his daughter Anne does go on to attain her father's greatest ambition, it's at the cost of losing the people she loves most in the world. (April 9)

—Beth Alley, inventory control specialist, books

Don't Go, by Lisa Scottoline. As Dr. Mike Scanlon operates on a wounded soldier in a war-torn country, his wife dies at home in the suburbs, in an apparent household accident. He returns home to bury her, only to discover that the life he left behind has fallen apart. His medical practice is in jeopardy, and he is a complete stranger to his young daughter. Worse, he learns a shocking secret that sends him into a downward spiral. I've long been a fan of Scottoline as an author and as a person. This book shows just how skilled a writer she is as she takes on unfamiliar terrain. (April 9)

—Shana Lind-Stowers, assistant buyer, books

Palisades Park, by Alan Brennert. Meet the Stopka family: Eddie and Adele and their children, Antoinette and Jack. Eddie and Adele sell french fries at a stand at New Jersey's Palisades Park. Toni helps her parents while harboring dreams of being a high diver. Even though each member of the family has his or her own dreams, events such as Pearl Harbor and the amusement park's early-'70s closure only bring the family closer together. What struck me most about this novel is how Brennert deftly shows that as long as humans are involved, there's no such thing as a simpler time. (April 9)

—Jonna Erickson-Outlaw
assistant buyer, books

The Costco Connection

All books mentioned on this page are available in most Costco warehouses.



PHOTODISC



FRANCE FREEMAN

What authors are reading



JAKE STANGEL

Mary Williams decided to read a few pages of this book the next time I visited the bookstore. My friend failed to tell me that the book was huge! The kind of book that requires commitment and true grit to complete. *Pillars* is historical fiction at its finest. All I will say is it begins in 12th-century England with a man's desire to build a cathedral and ends with you sobbing like a baby weeks later when you realize the story is coming to an end.

—Mary Williams, author of
The Lost Daughter: A Memoir (April 9)



HARRY BENSON

Stuart Wood I'M VERY impressionable, so I don't read in my own genre. I think it would be terrible to steal someone else's idea, even inadvertently, and it would be even worse to get caught doing it! I do read occasional fiction, however: right now, *Wolf Hall*, by Hilary Mantel, which is brilliant. Her prose is like chamber music. And I have the sequel, *Bring Up the Bodies*, waiting on my bookshelf.

—Stuart Woods, author of
Unintended Consequences (April 9)



FRAN COLLIN

Michael Pollan *THE YELLOW BIRDS*, by Kevin Powers, is, for my money, the best novel to come out of the Iraq war. It's a new kind of war novel for a new kind of war, as much about friendship and the families back home as it is about fighting.

The book is as tight as a drum, without a wasted word, and brimming with images that stick with you. As much as in Iraq, it's set in the cavernous space between what the troops experienced in Iraq and their inability to make those of us at home understand what they went through.

—Michael Pollan, author of
Cooked (April 23)



Kids' Pick!

Lindsay Bubitz,
assistant buyer, books

These days it's more important than ever to help supplement your child's education. So at Costco we like to offer exciting instructional options for parents. This month we are proud to feature *Quiz It Pen*. Each set comes with four books and a special electronic answer pen that talks and makes sounds. Just touch the pen to one of the answer stars, and it will tell your child if he or she has chosen the correct answer. More than 500 questions cover language arts, math, science, social studies, fine arts and even foreign language. Playing with *Quiz It Pen* is so much fun, kids don't even know they're learning!



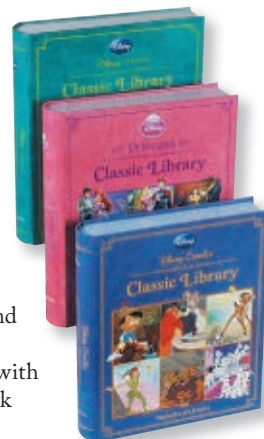
Publications International | box set | educational | on sale March 25 | Item #739310

Kids! books & more

Get classic with Disney favorites

Disney has been
fascinating young
readers for ages. *Classic*

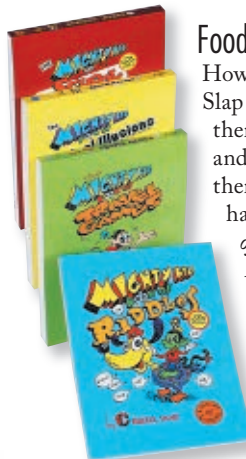
Library features timeless favorites such as Peter Pan and Pinocchio. You'll find Sleeping Beauty and Cinderella and more in the *Princess Classic Library*. And buckle up for fun with Nemo, Woody and other pals in the *Pixar Classic Library*. Each attractive box set comes complete with six hardcover storybooks and a bookmark inside.



Disney | hardcover box set | fiction | available late April | Item #749685

Food for hungry minds

How do you entertain young readers for hours? Slap a good book in their hands and make them think and laugh! Hundreds of activities and games and thousands of jokes will keep them busy and, more important, keep them happy! Yuck it up with *The Mighty Big Book of School Jokes*, bend their minds with *The Mighty Book of Optical Illusions* and never hear "Are we there yet?" again with *The Mighty Big Book of Travel Games*. Collect them all and have a ball!



Penguin | paperback | activity book | available mid-April | Item #749680

Double the learning fun

Search & Find®

your favorite characters with these huge, durable, vinyl, giant floor mats. Preschoolers will be entertained for hours as they learn first words, counting, ABCs and more. These mats are perfect for family-fun time! Each mat measures 4 feet by 3 feet, comes with three write-and-wipe markers and is great for entertaining preschoolers. They are designed to improve visual, motor and perception skills, as well as promote social interactions as the entire family works together to find images.



Kidsbooks | floor pad | activity | available mid-April | Item #638262

It's fun to get fancy!

For the posh, pint-size Fancy Nancy, there's just no such thing as too much flair. She's as frilly as can be and expects those around her to be frilly, too. Attend a très chic soiree in the newest book, *Fancy Nancy: Fanciest Doll in the Universe*, get gussied up with everyone's favorite glamorous girl as she takes her family on an excursion in *Fancy Nancy*, prepare for the big moment in the spotlight in *Fancy Nancy and the Mermaid Ballet*, and more.



HarperCollins | hardcover | fiction | available late April | Item #749790

TRUE MAGIC FOR YOUNG READERS

The world is their playground and their classroom when Jack and his little sister, Annie, discover that their tree house is magic and it can take them to faraway times and places just by pointing to pictures in books. Join the daring duo in their latest adventures where they escape an attack by king cobras, take a presidential tour, travel to ancient Greece and much more. Collect all of the *Magic Tree* books and really go places.



Random House | paperback | fiction | available mid-April | Item #749690

Powerful movies for grown-ups

WHILE IT MAY be true that April showers bring May flowers, don't let all that rain dampen your spirits. Take time to catch up with some quality movies that are new to Blu-ray. These are for mature audiences only.

Django Unchained. Writer-director Quentin Tarantino's cinematic homage to epic Westerns earned Academy Awards for his original screenplay and Christoph Waltz as Best Supporting Actor. Jamie Foxx plays the titular Django (the D is silent), a slave whose freedom is bought by dentist and bounty hunter Dr. King Schultz (Waltz), who turns Django into a bounty hunter as well. The two ultimately go up against a ruthless plantation owner (Leonardo DiCaprio) who is holding Django's wife captive. The film is high on violence and plays with historical accuracy the



(L-R) Bradley Cooper, Jacki Weaver and Chris Tucker star in *Silver Linings Playbook*.

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way Tarantino rewrote history in *Inglourious Basterds*. But for those not disturbed by those aspects, the film delivers rousing, high-quality entertainment. **R** (4/16)

Silver Linings Playbook. Based on the novel of the same name, David O. Russell's multi-award-winning film is a romantic comedy with plenty of pathos. Patrizio Solitano Jr. (Bradley Cooper), who has bipolar disorder, is released from a mental-health facility after eight months of treatment, having been hospitalized for beating his wife's lover. He moves in with his parents (Robert De Niro and Jacki Weaver) and fights to prove that his mental illness does not have to undermine his life. Jennifer Lawrence (who won a Best Actress Academy Award and Golden Globe for her performance) plays Tiffany Maxwell, a recent

widow who just lost her job. Pat forms a strange friendship with her, hoping she'll be the conduit for getting back together with his wife. The film is a humorous yet emotionally powerful look at living with mental illness. The Blu-ray combo pack also includes the soundtrack on CD. **R** (4/30)

The Impossible. A family is on vacation at a Thai resort when the 2004 tsunami hits. The mother, badly injured, and one son are temporarily reunited, while the fate of the others is unknown to them. Based on a true story, the film is a gripping account of love and the will to survive. Be prepared for a gut-wrenching, yet ultimately life-affirming, experience. Naomi Watts, who plays the mother, was nominated for an Academy Award (among other honors), and the film was nominated for and won several awards. **R** (4/23)

Also available are **Broken City** (4/30), **Butter** (4/15), **Gangster Squad** (4/23) and **The Guilt Trip** (4/30).—Steve Fisher



Tablet or smartphone?

Scan or click the photo to watch a *Silver Linings Playbook* trailer. Scan or click here for a trailer for *The Impossible*. (See page 5.)

SHARP

60" Class (Diagonal)
LC-60C6500U
Item #860650

70" Class (69.5" Diagonal)
LC-70C6500U
Item #870650

80" Class (Diagonal)
LC-80C6500U
Item #880650
Available late April

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AQUOS

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Do not use with other medicines containing acetaminophen.

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A FRESH APPROACH TO HEALTHY LIVING

†These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

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Item #681272

Young man, examine thyself

© MAGNUM / AGE FOTOSTOCK

Knowing the risks of testicular cancer



By Rita Colorito

WHEN HER THEN 17-year-old son, Tim Ellis, complained of excruciating low back and groin pain, Tracy Grist of Draper, Utah, rushed him to the ER. "Within an hour of an ultrasound, we were told he had testicular cancer and that it had spread to his lungs, abdomen and aorta, and they weren't sure where else," recalls Grist. "In a blink of an eye, life changed."

Tests the next day revealed that Tim's testicular cancer had also spread into and past lymph nodes. Doctors didn't think he would live, and told Grist and her family to prepare for the worst.

While testicular cancer is extremely rare—a man's lifetime chance of developing it is 1 in 270, as compared to a woman's 1 in 8 lifetime chance of developing breast cancer—Tim's grim diagnosis was even more so. If caught early, testicular cancer has a cure rate of 99 percent and usually just involves surgical removal of the affected testicle. If the cancer spreads to nearby lymph nodes and not other organs, with immediate secondary therapies, such as chemotherapy or radiation, the cure rate is 96 percent.

"We just expect it to be cured," says Dr. Christopher Porter, a urologist and testicular cancer expert with the Testicular Cancer Program at Virginia Mason Medical Center's satellite office in Seattle.

The best way to catch it early is with a monthly self-exam while showering.

These are amazing survival statistics for any cancer, yet each year 360 men in the United States die from testis cancer. It's the leading cancer in men ages 15 to 35, with 8,590 new cases yearly. Factors pointing to being at risk include an undescended testicle at birth or abnormal testicle development, and a family history of testis cancer. It is among the fastest moving of cancers, so early

Promoting the "awkward" conversation

IT'S no accident *Single Jingles.org* sounds funny.

"We have a fun name, but there's a serious mission behind it," says Matt Ferstler, speaking of the testis cancer awareness group he founded in 2009 as a college junior, after his own testis cancer diagnosis at age 20. "There're a lot of resources out there

once you're diagnosed, but there's not enough about awareness."

Ferstler, a Costco member, chose the organization's playful name to make an awkward conversation about monthly self-exams a little less so. To explain self-exams, *Single Jingles.org* provides amusing but informative

shower cards free to anyone who asks. Georgetown University recently ordered *Single Jingles* shower cards to put in every men's shower stall on campus. The cards are also in 200 hospitals and medical centers throughout the country.

Ferstler especially wants parents to take action. "Many parents might not know they should be having this conversation with their sons," he says. "It's an awkward conversation that could save lives." —RC

detection makes a real difference.

In the early stages, there are no symptoms, though some men complain of a feeling of fullness in the groin area or testicle. Pain in the groin or lower back indicates the testis cancer has spread, with sometimes devastating results. The best way to catch it early is with a monthly self-exam while showering.

Grist, who has three sons and four daughters, says she never knew young men were at risk for testicular cancer. "I knew about breast cancer self-exams for my daughters. I never knew young men should be doing these self-exams once a month," she says.

Early detection can also avoid or limit the use of chemotherapy and radiation, ensuring better health outcomes. "Those types of therapies expose these young men—even though they cure testicular cancer—to significantly increased risks of other cancers later in their life," says Porter. "And the secondary therapies can affect fertility. We'd like to maintain the quality of life for those men."

If you suspect testicular cancer, see your doctor immediately. Studies have shown that most men wait two months to see their doctor—critical time with this fast-moving cancer, says Porter. Tim Ellis had felt discomfort in his groin for two years prior to his diagnosis, but chalked it up to a sports injury.

Porter also suggests going to a medical center that specializes in testis cancer. Because testicular cancer is rare, most cancer doctors have never treated it, and one large study showed outcomes are better at a testis cancer center.

Ellis, who was diagnosed in January 2012, was declared cancer free in May 2012, after an 11-hour surgery and four cycles of aggressive chemotherapy.

Now that her son is healthy again, Grist says her role is to help spread the word about early detection. "I want moms and dads to know: Take time to talk to your kid about this." 📧

Freelance health writer Rita Colorito plans to have the awkward conversation with her son when he hits puberty.



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Health CALENDAR

April

Autism Awareness Month

PEOPLE WITH AUTISM are classed as having autism spectrum disorder (ASD)—a group of developmental disabilities that can cause significant social, communication and behavioral challenges. The terms “autism” and “ASD” are often used interchangeably. People with autism have a set of symptoms unique to themselves, with no two people the same.



Tablet or smartphone?

For one boy's story on what it's like to have a brother with autism, scan or click here. (See page 5 for details.)

Autism statistics

(from the Autism Society, www.autism-society.org)

■ One percent of children in the U.S. ages 3 to 17 have an autism spectrum disorder.

■ Prevalence is estimated at 1 in 88 births.

■ Autism is four times more prevalent in boys than in girls.

■ There is no known cause for autism.

■ One million to 1.5 million Americans live with an autism spectrum disorder.

■ There has been 10 to 17 percent annual growth in the incidence of ASD diagnoses.

■ The annual cost of autism is \$60 billion.

■ In 10 years, the annual cost will be \$200 billion to \$400 billion.

■ Sixty percent of autism costs are for adult services.

■ The cost of life-long care can be reduced by two-thirds with early diagnosis and intervention.

CONTINUED ON
PAGE 68

Keeping an eye on health

By Arun Prasad

GLAUCOMA, AN EYE disease that causes damage to the optic nerve, is one of the leading causes of blindness.

Approximately 2.22 million Americans have glaucoma. By the year 2020, it is estimated that 3.36 million people will have the disease.

Types of glaucoma. All eyes have a certain pressure that is necessary to maintain proper eye health. Glaucoma can roughly be broken down into two types: open-angle and angle-closure. Both generally involve a high eye pressure. Open-angle glaucoma tends to be slowly progressive and chronic, while angle-closure may develop more rapidly and can be painful.

Risk factors. Risk factors include high intraocular pressure (IOP), race (African-Americans are six to eight times more likely to have glaucoma than Caucasians), being 60 or older, a family history of glaucoma, corticosteroid use, thin corneas, a history of eye injury, diabetes, myopia (nearsightedness), sleep apnea and high blood pressure.

Treatment. Most people have no symptoms, and there may be no warning signs. This is because peripheral vision is lost first. Only in



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advanced glaucoma is central vision affected. And once optic-nerve damage occurs, it is permanent and irreversible.

That makes it imperative to have regular dilated eye exams to detect optic nerve damage. Your doctor will perform various tests to evaluate the health of the eye and the optic nerve.

Treatment options include eye drops, oral medication, laser surgery and incisional surgery. The treatment chosen depends on the type of glaucoma and the severity of the disease. The goal of treatment is to lower the IOP to an acceptable level, at which the risk of progression is decreased. If you have been diagnosed with glaucoma, treatment can help maintain optic nerve health, which ultimately preserves vision. [4]

Costco member Arun Prasad, MD, is a board-certified ophthalmologist.

Organ donation

TRANSPLANTATION is one of the most remarkable success stories in the history of medicine. It gives hope to thousands of people with organ failure and provides many others with active and renewed lives.

National Donate Life Month (NDLM), instituted in 2003 and celebrated in April each year, features an entire month of local, regional and national activities encouraging Americans to register as organ, eye and tissue donors and to celebrate those who have saved lives through the gift of donation.

Unfortunately, despite continuing advances in medicine and technology, the need for organs and tissue is vastly greater than the number available for transplantation. ■ More than 115,000 men, women and children currently need lifesaving organ transplants.

■ About 18 people a day die because of the lack of available organs for transplant.

The news isn't all bad.

■ In 2011, there were 8,127 deceased organ donors and 6,017 living organ donors, resulting in 28,535 organ transplants.

■ More than 46,000 corneas were transplanted in 2011.

■ More than 1 million tissue transplants are done each year.

■ According to research, 98 percent of all adults have heard about organ donation and 86 percent have heard of tissue donation.

■ Ninety percent of Americans say they support donation, but only 30 percent know the essential steps to take to be a donor. (To find out about the steps, visit the United Network for Organ Sharing (<http://unos.org>).)

CONTINUED ON PAGE 68



AUTISM AWARENESS MONTH

CONTINUED FROM PAGE 67

Autism facts

(from the Autism Resource Foundation, www.autismresourcefoundation.org)

■ The most significant shared symptom in autism is difficulty with social communication. People with autism can be a little autistic or very autistic.

■ Asperger's syndrome (AS) is a high-functioning form of autism. People with AS are generally very bright and verbal, but have significant social deficits.

■ People with autism have varying personalities. Some are chatty, while others are silent.

■ Most researchers think autism is caused by a combination of genetic and environmental factors.

■ Autism is a lifelong diagnosis. For some people who receive intensive early intervention, symptoms may decrease radically. People with autism can also learn coping skills to help them manage their difficulties, but a person with autism will probably be autistic throughout his or her life.

For more information about the disorder, visit www.autism-society.org.

—David Wight

ORGAN DONATION

CONTINUED FROM PAGE 67

Get the facts.

Despite continuing public education efforts, misconceptions and inaccuracies about donation persist. These facts may help people better understand organ, eye and tissue donation:

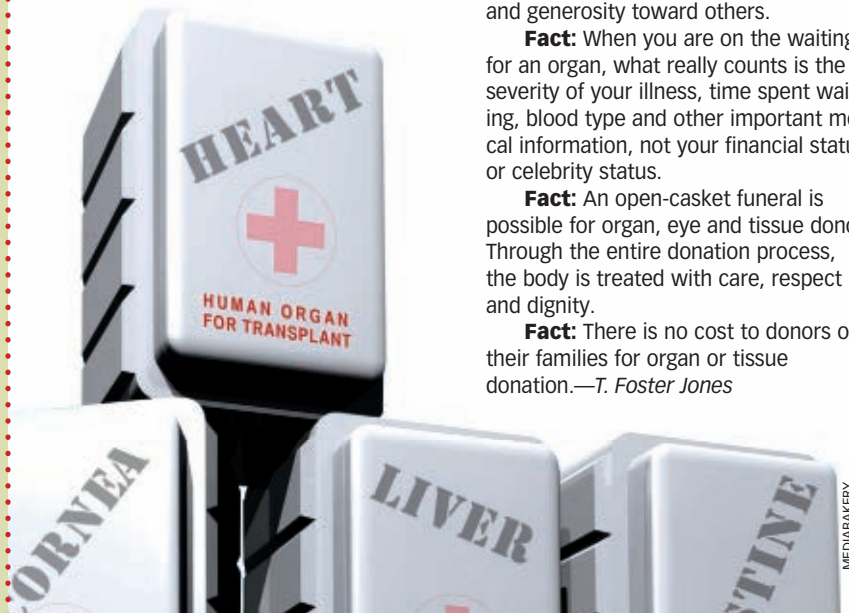
Fact: Anyone can be a potential donor, regardless of age, race or medical history.

Fact: All major religions in the United States support organ, eye and tissue donation and see it as the final act of love and generosity toward others.

Fact: When you are on the waiting list for an organ, what really counts is the severity of your illness, time spent waiting, blood type and other important medical information, not your financial status or celebrity status.

Fact: An open-casket funeral is possible for organ, eye and tissue donors. Through the entire donation process, the body is treated with care, respect and dignity.

Fact: There is no cost to donors or their families for organ or tissue donation.—T. Foster Jones



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*2001-2002 NHANES study (ref. 2).
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The energy gland

The effects of an underactive thyroid

By Heidi Smith Luedtke

THE THYROID GLAND plays a powerful role in your health. This butterfly-shaped structure in the neck releases hormones affecting energy metabolism, body temperature and mood. Nearly 5 percent of Americans have hypothyroidism, which occurs when the thyroid gland fails to make enough thyroid hormones. Without adequate thyroid hormones, you're likely to feel sluggish and depressed. You may also gain weight and suffer from dry skin and hair loss.

Getting tested

Because thyroid symptoms are nonspecific, they may be misattributed to other causes. The American Thyroid Association recommends routine thyroid screening at age 35 and every five years thereafter. This requires blood tests and a consultation with your doctor.

More frequent screening may be warranted if you have a family history of thyroid disease or if you have antibodies associated with Hashimoto's disease, an autoimmune disorder in which the body attacks its own thyroid cells, says Costco member Cathy Doria-Medina, M.D., endocrinologist at Healthcare Partners in Torrance, California. Patients with subclinical levels of hypothyroidism should be retested annually, because the risk of thyroid disorders increases with age.

The gold-standard assessment includes measuring thyroid stimulating hormone (TSH) and the amount of T4 thyroid hormone that is "free" to enter your cells (FT4), says Costco member Amber Taylor, M.D., endocrinologist and director of the Diabetes Center at Mercy Medical Center in Baltimore. Some primary-care practitioners rely on the

TSH measurements alone, but Taylor says that can be misleading. Specialists evaluate TSH and FT4 values in the context of your medical history and a complete exam, because test results can be affected by other hormones, such as estrogen, and conditions such as liver or kidney disease.

Taking medications

Your doctor may prescribe synthetic thyroid hormone pills to compensate for an underactive thyroid. Doria-Medina advises that caffeine, calcium and fiber supplements can make thyroid medications less effective.

A healthy diet also supports thyroid function. "Iodine and selenium are essential for thyroid hormone metabolism, and copper, zinc and iron are also important," Doria-Medina says. Aim to get these nutrients from foods such as shellfish and nuts, and from iodized table salt.

Addressing lingering symptoms

Some patients experience fatigue, muscle aches, weight gain and depressed mood after their thyroid hormone levels are brought into the desired range. But doctors say you shouldn't assume you need more medication. Too much thyroid hormone can push you into a hyperthyroid state, characterized by heart palpitations, nervousness and insomnia.

Many conditions can cause these symptoms, including deficiencies in iron and vitamin D. Poor sleep habits or untreated sleep disorders may also be to blame. "Sleep apnea is far more common than people realize, and it can cause ongoing fatigue and weight issues," says Doria-Medina. Your doctor may recommend an overnight assessment in a sleep lab if she suspects you have a sleep disorder.

Taylor notes patients with Hashimoto's


disease are at increased risk for other autoimmune disorders, including Type 1 diabetes and rheumatoid arthritis, but most do not develop these problems. Hypothyroidism has also been associated with Type 2 diabetes.

While stress does not cause thyroid dysfunction, it can mimic hypothyroid symptoms or exacerbate underlying medical conditions. "Hypothyroidism is relatively easy to treat with medication, but there is no quick fix for stress," Doria-Medina says. Increase your resilience by eating well and by getting plenty of exercise and rest.

Following up

Under- or over-treatment of thyroid disorders can exacerbate other health problems, including diabetes, heart disease and osteoporosis. Get your thyroid hormone levels retested six to eight weeks after any change to your prescription. Also inform your endocrinologist about other medications you are taking. Cholesterol medications, lithium, some antacids, calcium supplements and hormone replacement therapies can affect thyroid hormone metabolism.

See your physician if you become pregnant or have menopausal symptoms. Pregnant women usually need additional thyroid hormones to protect against fetal brain-development abnormalities. Menopausal women may need to decrease their dose to preserve bone density.

Finally, consult your doctor if you gain or lose a significant amount of weight, Taylor says. She will assess the potential reasons for your weight change and determine if your dose needs adjusting. 

Costco member Heidi Smith Luedtke writes about health, parenting and people skills.

The Costco Connection

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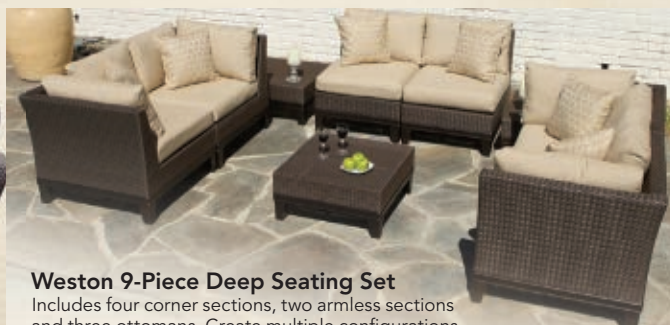


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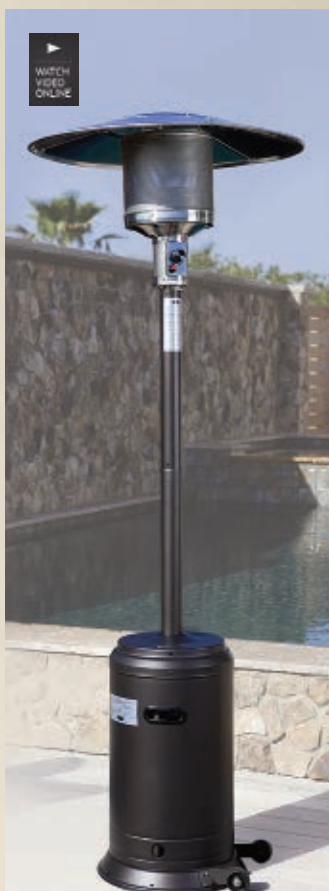


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AquaTerra Milano 40-Jet, 6-Person Spa

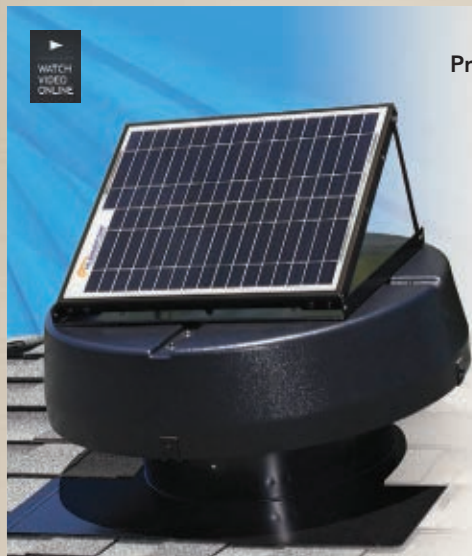
Two-speed pump, cascading waterfall, multicolor LED underwater light and ozonator. Available in gray or mahogany synthetic wood cabinet.

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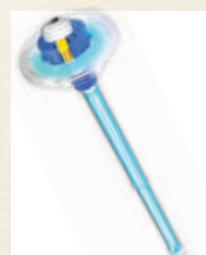
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Carole Hochman Ladies' French Terry Robe or Capri PJ 2-Piece Set

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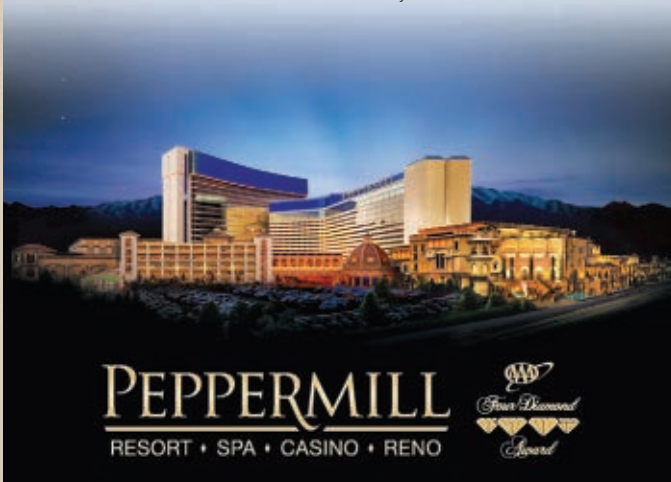
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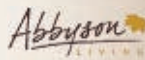
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The Fruit Company Mother's Day Organic Tower

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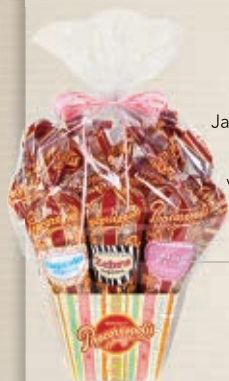
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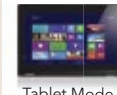
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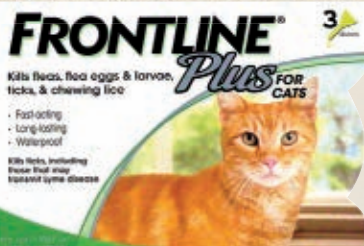
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ALTHOUGH JUST ABOUT every island in the Caribbean offers stunning beaches and turquoise waters, each destination has its own flavor. Some islands have colonial towns or sight-seeing to explore; others are famous for coral reefs. All vary as well in regard to attractions, cost, accessibility, culture and history.

Because Costco Travel buyer Jolene Schuerman has personally been to each of the 12 island destinations offered through Costco Travel, *The Connection* turned to her for some firsthand advice.—T. Foster Jones

Antigua (pronounced An-tee-ga) is located in the eastern Caribbean. An independent state within the British Commonwealth, Antigua is renowned for the 365 soft-sand beaches surrounding its shoreline.

Jolene Schuerman: Snorkelers and scuba divers—get out and explore the magnificent coral reef, walls and shipwrecks.

Aruba's mix of predictable year-round weather, friendly people, and various resorts and attractions has made this Dutch-flavored island a popular destination in the Caribbean.

JS: Foodies, as well as those of us who just like to eat, will enjoy the booming culinary scene in Aruba. Home to 90-plus nationalities, Aruba offers a wide array of authentic, flavor-rich dishes.

The **Bahamas** are one of the world's most famous vacation playgrounds. Visitors experience the beauty and culture of powder-soft beaches, crystal-clear aquamarine waters and exciting water sports, as well as duty-free shopping and world-class dining. The Bahamas are located just an hour from Florida and three hours from New York City, allowing travelers to leave in the morning and be on the beach by the afternoon.

JS: Music is a vibrant part of the history and daily life here. Take time out to listen to local musicians, who put their heart, soul and sizzle into various genres, including junkanoo, gombay, and rake 'n' scrape—three distinctive and delightful musical styles from West Africa.

Grand Cayman's (**Cayman Islands**) Seven Mile Beach is widely regarded as one of the most beautiful beaches in the world, with turquoise water lapping at pure white sands. These waters offer some of the Caribbean's best dive spots.

JS: The Cayman Islands are a paradise for snorkelers and scuba divers, with more than 250 dive sites.

For many years, **Curaçao** was in the shadow of its Dutch Caribbean counterparts of Aruba and St. Maarten. Today, the island is a popular vacation choice in its own right. Located below the hurricane zone, the island has warm temperatures year-round.

JS: Go to the Old Market, where you can make a new friend and experience the local





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Scan or click here to watch a travel video about Aruba. (See page 5 for details.)

food. For a simply unbeatable price you can mingle with the locals and enjoy a lunch here.

The **Dominican Republic** (DR) is home to some of the Caribbean's best all-inclusive resorts. The distinctly Latin vibe of the DR is laid-back, and the beaches (there are 1,000 miles of them) offer something for everyone. For golf lovers, Pete Dye's Teeth of the Dog is considered by many to be the best course in the Caribbean and among the top courses in the world.

JS: The national game of the Dominican Republic is baseball. Many of today's finest players first picked up a bat in this island paradise.

Big and geographically diverse, **Jamaica** is one of the most popular tourist destinations in the Caribbean, and is especially known for its all-inclusive resorts. Well-known areas include Montego Bay, Negril and Ocho Rios.

JS: For me, no trip to Jamaica is complete without a stop at Scotchies, which specializes in jerk chicken and pork. Make sure to try a side of bammy (bread made from cassava) or festival (slightly sweet fried dumplings) with your meal. You won't be disappointed!

Puerto Rico has family-friendly resorts, beautiful beaches and a variety of interesting sites, such as historic Old San Juan and El Yunque rain forest. Delicious food, fascinating Spanish history and extraordinary natural attractions include a bioluminescent bay where you can swim at night surrounded by millions of tiny, glowing creatures.

JS: My cocktail of choice is a rum and Coke. Puerto Rico is the only rum producer in the world that maintains a minimum aging law for its rum. You can get three main categories of rum here: light, dark and añejo, or aged.

St. Lucia's natural landscape is replete with gorgeous palm-fringed beaches, miles of unspoiled rain forest, the majestic Piton Mountains, waterfalls, breathtaking views, friendly locals and authentic culture.

JS: Did you know St. Lucia is the only place in the world with a drive-in volcano?



Clockwise on opposite page: Turks & Caicos; Trunk Bay on St. John in the U.S. Virgin Islands; fresh conch preparation; candy-colored buildings on Curacao. Clockwise this page: St. Lucia Pitons; future ballplayers in the Dominican Republic; Maho beach on St. Maarten. Bottom of page: Antigua.

ST. LUCIA TOURISM

Located in the northeast Caribbean, the tiny island of **St. Maarten** and **St. Martin** is divided roughly in two between France and the Netherlands, letting you experience two distinctly different cultures on one island.

JS: On Maho beach, enjoy an outdoor lunch as planes soar thrillingly right overhead, making for an awesome, favorite local experience.

With world-class hotels, spas and restaurants, stretches of uncrowded beaches and vibrant coral reefs, **Turks and Caicos** is home to legendary diving, snorkeling and fishing. The islands are a tropical classic, a throwback in time where relaxation is unavoidable and rejuvenation ensured.

JS: One of my local favorites is conch salad. Try it ceviche-style. The conch is plucked from the sea and is in the chef's hands within minutes. The flesh is cleaned, tenderized and prepared with sweet peppers and white onions, then tossed with fresh lime, salt and pepper. Delicious!

No passport is required for U.S. citizens traveling to the **U.S. Virgin Islands**. Each of the three islands has its own personality, and together they offer travelers an extraordinary range of choices.

JS: St. Croix delights history buffs. St. Thomas thrills shoppers. For natural wonders



DOMINICAN REPUBLIC TOURISM



ISTOCK

at their best, check out St. John; two-thirds of the island is national park, so the outdoor marvels are endless.

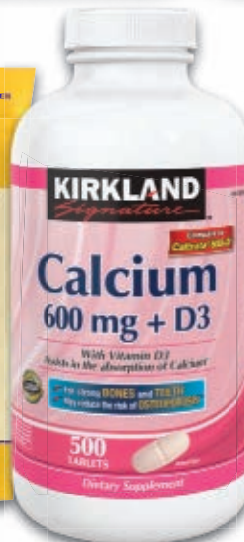
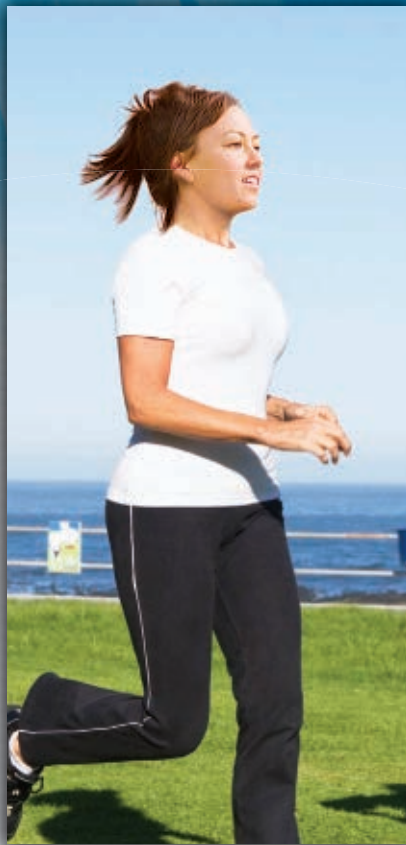
Regardless what you're looking for, you'll find there is something for everyone in the Caribbean. 📍

The Costco Connection

Costco Travel offers packages to all of these Caribbean islands, and many offer special benefits for Costco Executive members. Plan and book your vacation by visiting the Travel section of Costco.com or calling 1-877-849-2730.



DAVID W. SCHNEIDER



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Calcium is the primary mineral responsible for strong bones.* Unfortunately, your body can't produce its own calcium, so it's important to make sure you are getting an adequate intake every day from outside sources – and Kirkland Signature is a great way to get your calcium!

Whether you like to enjoy the flavor of a delicious Calcium Chew or prefer to take a traditional calcium supplement, Kirkland Signature has the right one for you! So make sure your body is getting all of the calcium it needs with Kirkland Signature Calcium.*



Visit our full-service pharmacy for all of your prescription, health and wellness needs.



USP has tested and verified select Kirkland Signature supplements for their ingredients, potency and manufacturing process. USP sets official standards for dietary supplements. See www.usp-dsnp.org.

*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.

**Adequate calcium and vitamin D throughout life, as part of a well-balanced diet, may reduce the risk of osteoporosis.

12-CC-10919js

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#588153 (Calcium Citrate Twin-Pack)



A joyful mortgage

Costco Mortgage Services save you time, money and hassles

By Steve Fisher

IF YOU'VE EVER endured the mortgage process, either as a first-time homeowner or to refinance, you know it can be a daunting ordeal, fraught with enough twists and turns to put any thriller to shame and often with a less than satisfying conclusion. That doesn't have to be the case, as many Costco members have discovered by using Costco's Mortgage Services offered by First Choice Loan Services, Inc. and participating lenders.

"We've set caps on fees and margins, and the participating lenders share Costco's commitment to customer service," says Bernie Deckys, Costco Services manager. "And the quality and convenience are everything our members have come to expect from Costco services."

What members say

Members all over the country attest to the ease of use, cost savings and high-quality customer service of Costco's Mortgage Services.

Peter Black, a Costco member in Sacramento, California, says, "I've bought four houses and done three refis in my lifetime, and this was by far the easiest. The paperwork I was expecting to be a real hassle after all the lending rules have been tightened, and [I thought they'd want] lots of documentation, but it was easy ... and it was cheap."

In Excelsior, Minnesota, Joe Fronius and his wife had recently signed up for Costco membership and had received a notice about Costco services. Looking to refinance their home, they decided to try the mortgage service.

"It was wonderful," Fronius recalls. "They took good care of us, answered all our questions, and the most remarkable part of it was I didn't have to leave

my house. It was all done online."

Fronius was also impressed that at closing time "they even sent over the closer to my house. Amazing! I didn't have to go to an office. The [closer] who came out, came out in almost a blizzard."


The cost savings also impressed him. "It's saving us about \$197 a month in payments," Fronius estimates. And he was able to borrow an extra \$10,000 and pay off his car, so he has one consolidated monthly payment.

Ernie Strauch, in Sedona, Arizona, says, "It wasn't just the rates, frankly. I could have probably gotten equivalent rates. The final clincher was the closing costs. Those were roughly half of what anybody else was going to charge."

Jacklyn Maduro has a busy dental practice in Morristown, New Jersey, and says, "I am a huge Costco fan. I do my merchant service through Costco; I've rented cars." When it came time to refinance her house, she saw an ad for Costco's Mortgage Services in *The Costco Connection*, went to the website and quickly entered her information. She promptly received a list of providers, followed by emails and a phone call. Maduro says the process was "very smooth and it moved very efficiently."

She notes, "Nobody wants to go through this process, with the rates and the fees and the paperwork, but this was seamless."

John and Kathy Spiczak of Moore, South Carolina, say they have recommended it to others, and state, "We couldn't have been more impressed."

Individual results may vary and savings listed here may not apply in all situations. Get started today. 


Getting started

- Go to Costco.com, click on "Services" and then on "Mortgage Purchase & Refinancing."
- Choose "Refinance," "Buy a Home" or "Veteran Loans," and fill in the short questionnaire. Soon after, quotes from participating lenders will arrive.
- Compare the interest rate, annual percentage rate, points, loan amount, loan term and other loan quote details.
- Once you have selected a preferred lender, you will receive an email and a call from a representative and the process begins.

Better terms may be negotiated, but participating lenders are held to strict pricing and fee standards that limit their ability to negotiate a lower fee or rate. Lender fees have been capped at \$600 for Executive members and \$750 for all other members.*

In addition, the borrower will pay for third-party fees, such as appraisal, title and credit report. These fees vary based on the details of your loan, but any fees will be explained beforehand.

As Costco member Javier Torres, of Long Beach, California, says, "It's fast, friendly, easy!"

*Visit www.costcofinance.com for more information. 



Tablet or smartphone?

Scan or click here to visit the complete list of Costco's suite of services. (See page 5 for scanning details.)



PAID ADVERTISEMENT



End the flea family tree with Kirkland Signature Flea & Tick Control.

With Kirkland Signature Flea & Tick Control on, the pests stay off.

When treating your pet for fleas and ticks, most products kill the adult insects and call it a day. But did you know only 5% of the fleas in your home are adults? That means the other 95% hang around as flea eggs, larvae and pupae, just waiting to hatch and latch on to your pet.

To win the battle of the bugs, arm yourself with two things: knowledge and Kirkland Signature Flea & Tick Control. It's formulated not just to kill adult fleas and ticks, but, with an Insect Growth Regulator, to kill flea eggs and larvae, too. By breaking the flea life cycle, your pet is protected after just one application.

It's the clear choice.

Kirkland Signature is the choice you can feel good about. It breaks the flea life cycle by using a lanolin-based product for dogs and sesame oil for cats. These ingredients allow for an even distribution across your pet's skin while conditioning his or her coat. Just let the treatment spread, then give your pet a good brushing 24 hours after you apply.

**KIRKLAND
Signature**
FLEA & TICK
control for cats & dogs

Kills Fleas	✓
Kills Ticks [†]	✓
Kills Flea Eggs	✓
Kills Flea Larvae	✓
Kills & Repels Mosquitoes	✓

[†] Kills deer ticks on cats

Guard your pet, home and yard.

Use Kirkland Signature Flea and Tick Control every 30 days to stay one step ahead of pests. Keep in mind, fleas can live in your home and yard, too, so it's important to treat all three areas. When you've protected all areas of your home, you'll stop those pests dead in their tracks and make sure they can't come back.

**Questions about treating your pet – even your home or yard?
Contact a product specialist at 1-888-987-4110.**

Not available in the following locations: Anchorage, AK; Juneau, AK; Wenatchee, WA; Kennewick, WA; Spanish Fork, UT; Sandy, UT; S. Ogden, UT; Lehi, UT; Orem, UT; Murray, UT; Salt Lake City, UT; W. Valley, UT

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cartridges!
HP 88 and HP 940

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HP, EPSON, CANON, LEXMARK AND DELL CARTRIDGES

\$7⁹⁹ TO \$9⁹⁹

SAVE UP TO 70%

WHEN COMPARED TO NEW CARTRIDGES

How It Works

- *Bring cartridges to Costco 1-Hour Photo*
- *High-tech system guarantees quality*
- *Ready in one hour*

Why It Works

- *High-quality ink*
- *Equal or more pages than a new cartridge*
- *Saves money and the environment*

For more information, visit www.CostcoInkjetRefill.com.



When it's time to re-tire

Costco's Tire Centers save members money, deliver value

By Will Fiffeld

THE ONLY DRAWBACKS I've found to having a go-anywhere, do-anything truck is that the more you go and do, the more rubber you chew up. And, regardless of where you buy them, new tires are costly. However, when it's time for new tires, Costco Tire Centers offer premium tires and expert installation at an incredible value.

To prove it, I priced new tires for my 2000 Ford F150 pickup at Costco, as well as at Costco's closest competitors. The results show that there's a lot more to the true cost of buying tires than the sticker price.

Researching rubber

I started comparison shopping at the Costco Tire Center in Issaquah, Washington. Costco Tire Centers carry only premium-brand tires, such as Michelin and Bridgestone, which are, according to Costco assistant buyer Justin Blackhurst, the two leading tire brands globally. Most competitors offer more brands at various levels of quality and price, but, since my truck will hurtle down highways at 60 miles per hour or more, often in adverse weather conditions, often carrying family or friends, I am not interested in lesser-quality

tires. I am, however, interested in finding the best value I can on premium-quality tires.

"Buying the right size of tires for your car is key," says Kevin Lutz, manager of Michelin's North American customer engineering support. "Costco tire technicians will make sure that members buy the right tires for their vehicles because they check the OEM [original equipment manufacturer] specs for each vehicle that comes through the Tire Center."

Every Tire Center employee is a Michelin-certified tire technician. They install tires with state-of-the-industry equipment using a 10-point procedure that must be checked and approved by a manager or supervisor before a vehicle can leave the shop.

Lutz notes that if you're buying tires for a used vehicle for the first time, it's never a good idea to simply replace the tires that are on the vehicle with tires that are the same size, because the previous owner, whether intentionally or mistakenly, may have installed tires that weren't designed for the vehicle.

I liked the set of Michelin LTX MS2s that the tire technician at the Issaquah Costco Tire Center recommended. They had two models that fit my vehicle's OEM specifications in



SHUTTERSTOCK



Tablet or smartphone?

Scan or click here to watch a video on how to handle a tire blowout. (See page 5 for details.)

stock, and I was quoted \$183.99 per tire for the LTX MS2s, with an installed, out-the-door price of \$875.58, before applying the \$70 savings coupon that was running that week. Costco offers similar coupon promotions several times a year; they are issued as a cash credit at the time of purchase rather than a mail-in coupon, which is what most other tire retailers who run such promotions offer. The total with the coupon was \$805.58.

Costco Tire Centers' quotes include:

- ⊙ Mounting
- ⊙ Balancing
- ⊙ New rubber valve stem
- ⊙ Nitrogen inflation
- ⊙ Road-hazard warranty
- ⊙ Lifetime inflation checks, flat repair, rotation and rebalancing
- ⊙ Nationwide support via Costco's invoice system

Looking online

Next, I shopped online. It's tricky to make a true "apples to apples" comparison because you'll find such a wide range in brands and quality levels, and it's not always easy to determine what's included in the price. The nearest value that I found for the same tires was \$181 per tire with an out-the-door installed price of \$877.81. However, the online dealer charged an additional \$25 per tire for what they call a "certificate for repair, refund or replacement." After the extra \$100 to get a coverage plan on all four tires, the price was \$987.31. That's \$111.73 more than Costco's original price, not counting the \$70 savings coupon.

Costco also sells tires online at Costco.com. "Because of space limitations, we can't carry our complete tire offering at each warehouse," explains Robert Moyer, director of Costco's U.S. Tire Center operations. "So we opened up sales through Costco's website." If you want to compare Costco's site with competitors', log on to Costco.com and click the "Hardware, Auto & Tires" tab, then click "Tires."

If you purchase tires through Costco's website, the tires will be shipped to the warehouse you designate (allow three to five working days) to be installed. Shipping and handling are included in the price.

Cold call

Finally, I picked up the phone and called the nearest full-service tire center to see how they compared. Again, it was a bit confusing because they offer a huge range of quality and price levels, with brands unfamiliar to me, but when I asked for the same tire, the Michelin LTX MS2, I was quoted \$278.43 per tire with an out-the-door installed price of \$1,366. Their price included all of the things that Costco Tire Centers offer, but it was \$490.42 more than Costco's price without the \$70 savings coupon. They had a very competitive out-the-door price on a brand of tires that I'd never heard of, but, since Costco beat the price even

The Costco Connection

In addition to offering tires, Costco.com offers custom vehicle products, such as bike carriers, car covers, beds and more.

Improved inflation

COSTCO TIRE CENTERS inflate members' tires with nitrogen, which maintains proper inflation better than tires filled with compressed air. A leading consumer research organization published a report that verifies this and notes that many tire shops charge for this service. Costco Tire Centers were among the first to inflate tires with nitrogen at no extra cost. Costco Tire Centers also use auto-inflators that are programmed to follow OEM ratings for proper inflation. This system fills the tire, then purges the air out of the tire and refills it to ensure the purity of the nitrogen in members' tires.—WF

of the unfamiliar brand that the local tire shop was steering me toward, I was approaching the buying stage of the process.

Details, details

The final piece of the tire-buying equation for me is to make sure that my vehicle is properly aligned. The same local tire shop that I called quoted me \$91 for alignment.

"Alignment is important, but we don't recommend routine alignments," Lutz says. "Instead, Michelin recommends that you get your vehicle aligned when it needs it." He explains that there are two telltale signs that your car needs to be aligned: when it pulls to the left or right, and when there's unusual tire wear. To me, since I have unknowingly damaged tires through misalignment in the past, it's always worth having it checked.

Lutz says that having your tires rotated every 6,000 to 8,000 miles will ensure safe travel, and allows Costco tire technicians to spot the many signs of unusual tire wear before you sustain serious damage. He also notes that regular tire rotation is a necessary step to maintain your warranty and ensure your tires' longevity. This service is included in the price of tires at Costco Tire Centers, an indication of its importance.

No matter what kind of car you drive, whether it's capable of negotiating rugged terrain or traveling your local highways and byways, Costco Tire Centers carry premium tires and deliver incredible value; you can be confident that you've purchased tires that will provide optimum performance and security for your car. [4]

Tire shop comparison

Michelin LTX MS2 for a 235/70R16

	Costco	National Competitor #1	National Competitor #2
TIRE COST	\$183.99	\$181.00	\$279.43
DISPOSAL	\$1	\$2.50	Included
ROAD HAZARD	Included	\$25/tire	Included
MOUNT/INSTALL	\$14	\$16	\$12.50 one-time balancing fee
VALVE STEM	Included	Included	Included
NITROGEN FILL	Free	N/A	N/A
4 TIRES, OUT THE DOOR WITH TAX	\$875.58	\$987.31	\$1,366

Prices based on comparison made February 18, 2013



**NEW Formula
Improved Taste**

Heat has never
tasted so
sweet.

**Kirkland Signature™ Ultra Strength
Assorted Berry Antacid Tablets**

Relieves acid indigestion, heartburn,
sour stomach & upset stomach.

***Compare to TUMS® ULTRA**


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Compare to the active ingredient in Zantac 150[®] tablets.*



KIRKLAND Signature

COMPARE TO ZANTAC 150[®] active ingredient*

MAXIMUM STRENGTH
Ranitidine Tablets USP, 150 mg

ACID REDUCER

Prevents & Relieves Heartburn associated with Acid Indigestion & Sour Stomach

NEW tablet shape

2 x 95
190 Tablets
(190 doses)

Actual Size

KIRKLAND Signature
MAXIMUM STRENGTH
ACID REDUCER
Prevents & Relieves Heartburn associated with Acid Indigestion & Sour Stomach
NEW tablet shape
95 Tablets (95 doses)
Actual Size

KIRKLAND Signature
MAXIMUM STRENGTH
ACID REDUCER
Prevents & Relieves Heartburn associated with Acid Indigestion & Sour Stomach
NEW tablet shape
95 Tablets (95 doses)
Actual Size

- Just one pill prevents and relieves heartburn.
- Can be taken up to two times daily to relieve your heartburn.

Refer to the Drug Facts on the package for Warnings and other important information.

*This product is not manufactured or distributed by Boehringer Ingelheim Pharmaceuticals, Inc., distributor of Zantac 150[®] tablets. Zantac 150[®] is a registered trademark of Boehringer Ingelheim Pharmaceuticals, Inc.

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WAREHOUSE/COSTCO.COM | AVAILABLE NOW
Item #260486

Drink up!

Kirkland Signature bottled water



By Sherrie Newman

BuyingSmart

Sherrie Newman fills April's consumer reporter slot with a behind-the-scenes look at a popular Kirkland Signature™ product. Send your questions about this article to:

buysmart@costco.com.

BOTTLED WATER HAS become an intrinsic part of our society, providing portable, potable hydration in a variety of circumstances, such as travel, outdoor activities, disaster preparedness and disaster relief. Demand for all forms of bottled water has increased so significantly that the Beverage Marketing Corporation considers it the fastest-growing industry in the world and estimates that it is worth \$10.6 billion in the U.S. alone.

While there are multiple uses for bottled water, serious environmental considerations need to be addressed regarding the use of plastic bottles.

It came as no surprise to me, then, since Costco supplies bottled water to millions of Costco members, that the company is quite serious about finding ways to reduce these environmental impacts.

I spoke with Teresa Noonan, the buyer for Kirkland Signature bottled water. She tells me that over the past three years Costco has been collaborating with their bottled-water suppliers to focus on solutions in four key areas in terms of conservation: the amount of carbon dioxide (CO₂) produced; amount of energy used in production; water conservation; and reducing packaging.

PET primer

Plastics are used in almost every aspect of our lives, from beverage containers to diapers, trash bags, shampoo bottles and even furniture and medical devices. The plastic in the Kirkland Signature water bottles is a thermoplastic resin called polyethylene terephthalate, or PET.

Costco has challenged its bottled-water suppliers to develop methods that produce bottles with less plastic. Using new technology in design and production, over the past two years Costco suppliers have reduced the amount of plastic used in the bottles by up to 40 percent, preventing an estimated 20 million pounds of plastic from going into landfills each year.

Suppliers have also been working on reducing the amount of plastic in the bottle caps. User-

friendly “short height” caps (not as tall as previous caps) reduce the amount of plastic in each cap by up to 70 percent, and Costco bottled-water caps are now the lightest in the world.

Newly formed PET is called virgin PET; recycled PET, or rPET, can be endlessly recycled for use in bottles and other products. One new goal Costco shares with their water suppliers is to use rPET as much as possible in order to consume less new plastic. Eric Beringause, CEO of Advanced Refreshment, a Costco water supplier, tells me, “The goal is to use a ‘closed-loop system,’ where bottles are recycled and made back into bottles.”

Costco has been making great strides in using rPET and just introduced bottles that are up to 20 percent rPET in limited markets this year. However, I was surprised to learn that the biggest barrier to using more rPET is not a lack of technology, but the lack of a sufficient supply, as there is too little PET recycling in the United States.

“If more plastics were recycled, there would be a larger supply to fill the demand of rPET, and bottles could be made with more recycled material,” says Teresa. “We need more cities, communities and individuals to step up their efforts.” (See “Recycling tips.”)

Packaging reduction

Cardboard is responsible for an estimated 30 percent of landfill. After discovering that, Costco developed another conservation goal: eliminating the cardboard trays that held the bottles and using only shrink-wrap as packaging.

Andy Peykoff II, president and CEO of Niagara Bottling, the U.S.'s biggest family-owned, private-label bottled-water supplier, says, “This is one of the most important strides we’ve taken to reduce impact to the environment—eliminating cardboard. We developed a new system of packing bottles that allows us to group them together more densely, which we call ‘nesting,’ that eliminates [corrugated cardboard], increases the amount of cases we can put on a pallet and reduces the number of pallets used.”

“Estimates for 2013 are that we will save more than 120,000 trees from being used,” Peykoff adds.



NEW PACKAGING (at left, with the same high-quality water) arrives soon at Costco. The Kirkland Signature water bottles are 100% recyclable. Just remove the cap and place both cap and bottle in a recycle bin. The case wrap is also recyclable. Check the recycle legend on the bottom of the package for acceptability with your local recycler's program.

Bottle production

One of the key goals in production is to make the entire manufacturing system as streamlined and efficient as possible in order to conserve energy and reduce costs.

"We have an integrated process to streamline and become more efficient in everything we do," Beringause tells me. "This in turn reduces our cost, and we pass the savings on to Costco and their customers. The result is lower prices and a greener product: It's a win-win for everyone."

In an effort to also reduce the amount of carbon dioxide created in production, Costco water suppliers use solar panels in their facilities. Some generate enough energy to supply all needs for the facility and have leftover energy to sell back to the grid in their area. Luis Mayendia, CEO of BMF, another Costco supplier, informs me, "By using energy-saving tactics, we have been able to reduce our energy consumption by 20 percent, and the electricity generated through our solar panels alone has allowed us to reduce CO₂ output by 40 percent."

Pure water

Kirkland Signature purified water is sourced from either deep protected wells or local municipalities, and another conservation focus has been to utilize water as efficiently as possible. Costco suppliers collaborate with cities that have ample supplies of water and are able to sell extra amounts. The water is

Emergency preparedness

HOW CAN YOU be prepared for emergencies? The Federal Emergency Management Agency (FEMA) encourages people to plan in advance and build an emergency kit that includes bottled water.

They recommend storing three days of supplies, including 1 gallon of bottled water per person per day. Also remember to put aside extra water for your pets, and store additional bottles in your vehicle. When assembling your kit, check your local Costco warehouse to obtain items such as flashlights, batteries and nonperishable food. FEMA offers additional information at www.ready.gov/build-kit. —SN

fed to a manufacturing facility and then purified through reverse osmosis, a multi-stage purification process that removes chlorine and chemicals. The traditional purification process discarded about 30 percent of the water, but Costco wanted to decrease that amount. New technology used by Costco's suppliers allows 97 percent of water to be kept in the process.

Another issue Costco wanted to solve was water spillage when bottles were filled in production. Teresa worked diligently with the suppliers, and they now employ more sophisticated technology that calibrates the amount of water filling the bottle so that it is precisely at the fill level, which has

enabled them to reduce spillage rates from 3.5 percent to less than 1 percent. The result: more than 4.5 million gallons of water saved.

Quality and safety

All Kirkland Signature bottled-water suppliers are consistently inspected and audited to ensure that quality and safety specifications are met. Government-regulated third-party institutions conduct food-safety inspections through both scheduled annual audits and unannounced visits, as ordered by Costco. They check water management, facilities, equipment and personnel practices, and review lab-test results to ensure they meet both the Food and Drug Administration's and Costco's stringent requirements. Costco requires all bottled-water suppliers to have the highest level of certification available from the Safe Quality Food Institute, a globally recognized organization that provides standards around food safety.

Mayendia informs me, "We have a comprehensive internal quality-assurance program, with a laboratory facility where constant chemical and microbiological analysis is done to ensure we are in full compliance with requirements and regulations. Safety and quality are always the most important goals in all that we do."

The ultimate goal, says Teresa, is to make a greener and more cost-effective product while at the same time maintaining the highest standards of excellence.

And these are just the first of many steps, according to Teresa. "Our members have made Kirkland Signature water one of the most popular products we carry. That means it's that much more important that we do everything we can to ensure not only a quality product, but one that is manufactured in the most responsible way." [E]

Sherrie Newman (sn.firstpoint@gmail.com) is a marketing and communications consultant who lives in the Seattle area with her family and two adorable Shih Tzus.

Recycling tips

The Environmental Protection Agency (EPA) estimates that "only 8 percent of the total plastic waste generated in 2010 was recovered for recycling, and 29 percent of PET bottles and jars were recycled."

They encourage everyone to "reduce, reuse, recycle."

You can find information on recycling plastic at the EPA website, www.epa.gov/wastes/conserve/materials/plastics.htm.

Costco's bottled water suppliers support efforts to increase recycling plastic bottles through local recycling programs in cities across America, and through organizations such as Keep America Beautiful (www.kab.org), whose goal is to increase participation and recovery rates from recyclable materials.

How can you help? Commit to recycling plastic bottles and caps whenever possible; if your community does not have a formal recycling program, you might become an advocate and help start a program. Look for recycling facilities near you at the following websites:

- 1-800-Recycling.com, <http://1800recycling.com>
- Earth911.com, click "Find a Recycling Center"



The Costco Connection

Kirkland Signature bottled water is available in 35-bottle (16.9-ounce) cases in all locations; and in 8-ounce, 1-liter and 1-gallon bottles in select markets.

Shop with Confidence...Choose with TRUST



*Kirkland Signature™
Clearly the Choice
for occasional
constipation*

- Relieves occasional constipation
- Softens stool
- Dissolves in any beverage
- Sugar free & Gluten free



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*You can
put all your
aches in one
basket*



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relief.*



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Moreno Valley
Mountain View
Northridge
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Pacoima
Poway
Rancho Cordova
Rancho Cucamonga

Rancho del Rey
Redding
Redwood City
Richmond
Rohnert Park
Roseville
S Sacramento
Salinas
San Bernardino
Sand City
San Diego:
• Business Center
• Carmel Mountain
• Mission Valley
• Morena Blvd.
• SE San Diego
San Dimas

San Francisco:
• El Camino Real
• San Francisco
• S San Francisco
San Jose (2)
San Juan Capistrano
San Leandro
San Luis Obispo
San Marcos
Santa Clara
Santa Clarita
Santa Cruz
Santa Maria
Santa Rosa
Santee
Signal Hill
Simi Valley
Stockton
Sunnyvale
Temecula
Torrance
Tracy
Turlock
Tustin (2)
Vacaville
Vallejo
Van Nuys
Victorville
Visalia
Vista
Westlake Village
Woodland
Yorba Linda

Colorado
Arvada
Aurora
Colorado Springs (2)
SW Denver
Douglas County
Gypsum/Eagle County
Parker
Sheridan
Superior
Thornton
Westminster
Connecticut
Brookfield
Enfield
Milford
Norwalk
Waterbury
Delaware
Christiana
District of Columbia
Washington
Florida
Altamonte Springs
Boca Raton
Brandon
Clearwater
Davie
Estero
Fort Myers
E Jacksonville
Kendall
Lantana
Miami
Miami Lakes
Naples
North Miami Beach
S Orlando
Palm Beach Gardens
Pembroke Pines
Pompano Beach
Royal Palm Beach
Sarasota
Square Mall
Tallahassee
Winter Park

Georgia

Atlanta:

• Brookhaven
• Cumberland Mall
• Perimeter
Alpharetta
Augusta
Fort

Oglethorpe
Gwinnett
Mall of Georgia
Morrow
Town Center

Hawaii

Hawaii Kai
Honolulu
Kailua-Kona
Kapolei
Kauai
Maui
Waipio

Idaho

Boise
Coeur d'Alene
Nampa
Pocatello
Twin Falls

Illinois

Bedford Park
Bolingbrook
Chicago:
• Lincoln Park
• South Loop
Glenview
Lake in the Hills
Lake Zurich
Melrose Park
Mettawa
Mount Prospect
Naperville
Niles
Oak Brook
Orland Park
East Peoria
St. Charles
Schaumburg
Indiana
Castleton
NW Indianapolis
Merrillville

Iowa

Coralville
SW Moines
Des Moines
Kansas
Lenexa
Overland Park
Kentucky
Louisville
Maryland
Arundel Mills
Beltsville
Brandywine
Columbia
Frederick
Gaithersburg
Glen Burnie
Wheaton
White Marsh
Woodmore
Towne Centre
Massachusetts
Avon
Danvers
Dedham
Everett
W Springfield
Waltham

Michigan

Auburn Hills
Bloomfield
Commerce
Township
Grand Rapids
Green Oak Township
in Brighton
Lakeside

Livonia:

• Haggerty
• Middlebelt

Madison Heights
Pittsfield Township
Roseville
Wyoming

Minnesota

Baxter
Burnsville
Coon Rapids
Eden Prairie
Maple Grove
Maplewood
Rochester
St. Louis Park

Missouri

Independence
Kansas City
Manchester
St. Louis
St. Peters

Montana

Billings
Bozeman
Helena

Nebraska

Kalispell
Missoula

Nevada

Carson City
Henderson

Las Vegas:

• Business Center
• Centennial
• Summerlin

Reno

Sparks

New Hampshire

Nashua

New Jersey

Brick Township
Bridgewater
Clifton
East Hanover
Edison
Hackensack
Hazlet
Manahawkin
Marlboro
Mount Laurel
Ocean Township
Union
Wayne
Wharton

New Mexico

Albuquerque:

• Albuquerque
• Albuquerque II
• NW Albuquerque

New York

Brooklyn
Commack
Holbrook
Lawrence
116th Street
Manhattan
Melville
Nanuet
Nesconset
New Rochelle
Port Chester
Queens
Rego Park
Staten Island
Westbury
Yonkers

North Carolina

Charlotte
Durham
Greensboro
Matthews
Raleigh
Wilmington
Winston-Salem

North Dakota

West Fargo
Ohio
Avon
Columbus
Deerfield Township
Mayfield Heights
Springdale
Strongsville
Toledo

Oregon

Albany
Aloha
Bend
Clackamas
Eugene
Hillsboro
Medford
Portland
Roseburg
Salem
Tigard
Warrenton
Wilsonville

Pennsylvania

Bucks County
Concordville
Cranberry
Harrisburg
King of Prussia
Lancaster
Montgomeryville
Robinson
Sanatoga
West Homestead
Puerto Rico
E Bayamón
W Bayamón
Caguas
Carolina

South Carolina

Charleston
Greenville
Myrtle Beach
Spartanburg
Tennessee
Brentwood
Farragut
Memphis (2)
W Nashville
Texas
Arlington
Austin
S Austin
Duncanville
El Paso
Fort Worth
Frisco

Houston:

• Galleria
• Katy Freeway at Bunker Hill
• Willowbrook
Lewisville
Pharr
Plano (2)

Rockwall

NW San Antonio
Selma
Sonterra Park
Southlake
Lehi
Murray
Ogden
Orem
St. George
Salt Lake City
Sandy

Spanish Fork

West Bountiful
West Valley City

Vermont

Colchester
Virginia
Arlington
Chantilly
Chesterfield
Fairfax
Fredericksburg
Harrisonburg
W Henrico
Leesburg
Manassas
Newington
Newport News
Norfolk
Potomac Mills
Sterling
Winchester

Washington

Bellingham
Burlington
Clarkston
Covington
East Wenatchee
Everett
Federal Way
Fife Business Center
Gig Harbor
Issaquah
Kennewick
Kirkland
Lacey
Lynnwood
Business Center
Marysville
Puyallup
Seattle (2)
Sequim
Silverdale
Spokane
N Spokane
Tacoma
Tukwila
Tumwater
Union Gap
Vancouver
E Vancouver
Woodinville

Wisconsin

Grafton
Middleton
Pewaukee
Sun Prairie

CANADA 85

Alberta

Calgary:
• North
• Northwest
• South

Edmonton:

• Northeast

Northwest

South

West

Grande Prairie

Lethbridge

Medicine Hat

Okotoks

Red Deer

Rocky View

Sherwood Park

British Columbia

Abbotsford

Burnaby

Courtenay

Kamloops

Kelowna

Langford

Langley

Nanaimo

Port Coquitlam

Prince George

Richmond

Surrey

Vancouver

(Downtown)

Willingdon

Manitoba

Winnipeg:

• Winnipeg I
• Winnipeg E
• S Winnipeg

New Brunswick

Fredericton

Moncton

Saint John

Newfoundland and Labrador

St. John's

Nova Scotia

Dartmouth

Halifax

Ontario

Ajax

Ancaster

Barrie

Brampton

Burlington

Etobicoke

Gloucester

Kanata

Kingston

Kitchener

London N

Markham (2)

Mississauga (2)

Nepean

Newmarket

North York

Oshawa

Peterborough

Richmond Hill

St. Catharines

Scarborough

Sudbury

Vaughan

Westminster

Windsor

Québec

Anjou

Boisbriand

Boucherville

Brossard

Candiac

Chicoutimi

Drummondville

Gatineau

Laval

Marché Central

Montréal

Pointe-Claire

Québec

Sainte-Foy

Saint-Hubert

Saint-Jérôme

Sherbrooke

Terrebonne

Trois-Rivières-Ouest

Saskatchewan

Regina

Saskatoon

UNITED KINGDOM 23

England

Birmingham

Bristol

Chester

Chingford

Coventry

Croydon

Derby

Gateshead

Haydock

Leeds

Leicester

Liverpool

Manchester

Milton Keynes

Oldham

Reading

Sheffield

W Thurrock

Watford

Scotland

Aberdeen

Edinburgh

Glasgow

Wales

Cardiff

AUSTRALIA 3

Auburn

Canberra

Docklands

MEXICO 32

Acapulco

Aguascalientes

Arboledas

Cabo San Lucas

Cancún

Celaya

Coapa

Cuernavaca

Ensenada

Guadalajara

Av. Vallarta

Guadalajara López

Mateos

Hermosillo

Interlomas

Juarez

León

Mérida

Mexicali

Mixcoac

Monterrey (2)

Morelia

Polanco

Puebla

Puerto Vallarta

Querétaro

San Luis Potosí

Satellite

Tijuana (2)

Toluca

Veracruz

Xalapa

JAPAN 15

Amagasaki

Hiroshima

Hisayama

Iruma

Kanazawa Seaside

Kawasaki

Kitakyushu

Kobe Seishin

Kyoto Yawata

Transfer Home Movies to DVD

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STARTING AT
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- Video Tapes
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Costcodvd.com or at 1-866-463-7694



▶ Scan or click any image above to learn more about video transfer at Costco (see page 5).



Touch the screen, feel connected.

HP Pavilion 15-b153cl TouchSmart Sleekbook
Item # 727393

Swipe, scroll, tap and zoom using all 10 fingers on the full-size touch screen.

- Next Gen AMD Quad-Core A8-4555M Accelerated Processor¹
- Windows 8²
- 15.6" diagonal HD display with touch technology³
- 8 GB system memory and 750 GB hard drive⁴
- HP Imprint finish in sparkling black
- 2-year warranty
- HP TrueVision HD Webcam with integrated digital microphone⁵



1. AMD's numbering is not a measurement of clock speed. This system requires a 64-bit operating system and 64-bit software products to take advantage of the 64-bit processing capabilities of AMD technology. Quad-core processing available with AMD technology is designed to improve the performance of this system. Given the wide range of software applications available, performance of a system including a 64-bit operating system and a quad-core processor will vary. Quad-core is designed to improve performance of certain software products. Not all customers or software applications will necessarily benefit from use of this technology. 2. Not all features are available in all editions of Windows 8. Systems may require upgraded and/or separately purchased hardware, drivers, and/or software to take full advantage of Windows 8 functionality. See www.microsoft.com. 3. High-definition (HD) content is required for HD performance. 4. For hard drives, 1 GB = one billion bytes. Actual formatted capacity is less. Up to 30 GB of system disk is reserved for system recovery software. 5. Internet service required and not included.

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WAREHOUSE/COSTCO.COM | AVAILABLE NOW



Nourish Your Joints

with Glucosamine & Chondroitin[†]

- Nourishes **Joint & Connective Tissue**[†]
- Supports **Joint Cushioning**[†]
- Promotes **Joint Comfort & Flexibility**[†]



[†] These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

Exclusively from Costco Wholesale
WAREHOUSE/COSTCO.COM | AVAILABLE NOW
Item #510234

647-B1

EXCITING NEW PRODUCTS

What's new

ARRIVING SOON AT COSTCO

A. Wenger Men's Zermatt Chronograph Watch: With its Swiss quartz movement, this watch combines precision engineering and stylish accents. Features include 12-hour chronograph function, water resistance to 100 meters (330'), date display, rose gold accented dial and bezel, sapphire crystal, stainless steel case and genuine leather strap. Item #661179. **Warehouse and Costco.com.**

A



B. Pillow Pet Jumbo Dream Lites: These amazing nightlights turn any bedroom into a starry sky instantly. Simply press the button and it projects a night sky full of stars, creating a tranquil environment that can help kids ease into a restful sleep. Features four light options: steady blue, amber, green or all three colors transitioning continually in a loop. The face of the particular pet is projected along with the stars. Built-in timer shuts off after 20 minutes. Runs on three AAA batteries (not included). Item #990770. **Warehouse only.**

B



C. Step 2 Dockside Sandbox and Climber: Featuring a nautical theme, this three-in-one play toy includes a steering wheel, slide, sandbox and play platform. Your kids will be protected by the shade canopy. Sandbox comes with a lid to protect it from the elements. Durable poly construction allows years of play. Item #927896. **Warehouse only.**

C





Tablet or smartphone?

To watch a short video about selected What's New items, scan or click the images of the Dream Lite, sandbox/climber, VersaFloor flooring or Seagate mobile storage device. (See page 5 for scanning details.)

D. VersaFloor Heavy-Duty

Flooring: The nonslip diamond-plate pattern makes cleaning up any liquid easy, while the UV coat protects it from seasonal temperature changes. Ready to unroll and start protecting your floor. Excellent for garages, gyms, laundry rooms, basements, tool sheds, workshops, warehouses and more.

Item #619231. **Warehouse only.**



H

Erik, son of Kevin, Home Office

E. Bose® 151® Environmental

Speakers: Bring Bose® quality sound outdoors. These rugged outdoor speakers create a wide listening area for fuller stereo sound by the pool, the deck, even on boats. Engineered to withstand year-round weather conditions, these speakers will blend into any outdoor listening area. Weather resistant brackets and hardware included.

Item #737151. **Warehouse and Costco.com.**



F. Mr. Bar-B-Q Stainless Steel and Rosewood Barbecue

Tool Set: This hand-forged stainless steel and rosewood tool set features a high-intensity magnetic light that attaches to the tools or to most barbecues to help improve your view as you fire up your grill. Includes all the necessities to flip, turn and baste the perfect meal: spatula, fork, tongs, basting brush and bonus stainless steel grill brush. Item #730650. **Costco.com only.**



G. Seagate Wireless Plus Mobile Storage Device:

Enjoy your content anywhere, and stream your media and files to tablets, smartphones, Mac® computers and PCs. It can hold more than 500 movies or thousands of songs, photos and documents. Includes travel storage case. Item #747697. **Costco.com only.**

H. Boys' Cargo Shorts:

Choose from an assortment of boys' cargo shorts in a variety of colors and fabrications. 100% cotton. Sizes: 5-14.

Item #613411. **Warehouse only.**

YOU'VE GOT ONE HEART.

We've got three ways to help.

- ✓ **CHOLESTOFF® PLUS** is clinically proven to lower cholesterol.
- ✓ **FISH OIL** delivers the critical omega-3s EPA and DHA to help support heart health.†
- ✓ **COQ10** helps support heart function and cellular energy production.†



Made To Higher Standards: YOURS

Products containing at least 400 mg per serving of plant sterols and stanols, eaten twice a day with meals for a daily intake of at least 800 mg as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease. One serving of Nature Made CholestOff® supplies 900 mg of plant sterols and stanols per serving for a daily intake of 1800 mg. Supportive but not conclusive research shows that consumption of EPA and DHA omega-3 fatty acids may reduce the risk of coronary heart disease.

†These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.

WAREHOUSE/COSTCO.COM | AVAILABLE NOW

Item #553202 (CoQ10), #660923 (CholestOff Plus), #640093 (Fish Oil)

MY HEART. MY ENERGY. MY LIFE.

UBIQUINOL.
The active CoQ10.



Ubiquinol is a vitamin-like substance that is essential to the body's energy production. It is found in mitochondria, the little "power stations" inside every cell that produce the energy necessary for life.



Why is Ubiquinol the better CoQ10 for me?

- Ubiquinol is the active antioxidant form of CoQ10 that fights free radicals and helps protect the body's cells from damage.
- About 95% of the CoQ10 circulating in the body is in the form of Ubiquinol.
- The body's ability to convert Ubiquinone into Ubiquinol may diminish with age.

Qunol MEGA vs. Regular CoQ10				
	ACTIVE CoQ10	DISSOLVES IN WATER	DISSOLVES IN FAT	SUPERIOR ABSORPTION
Qunol MEGA	✓	✓	✓	✓
regular CoQ10			✓*	

* regular CoQ10 dissolves poorly in fat.

† Regular CoQ10 refers to unsolubilized Ubiquinone in oil suspensions in softgels and/or powder-filled capsules/tablets.

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

Qunol. The Gold Standard in CoQ10.™

WAREHOUSE/COSTCO.COM | AVAILABLE NOW

Item #573854



MULTI TASKING

When it feels like you need more hours in your day, you need a multivitamin that is designed to keep up with you. Kirkland Signature® Daily and Mature Multis are scientifically formulated to deliver the important vitamins and minerals you need, plus other key ingredients to enhance your healthy, active lifestyle.* Kirkland Signature® multivitamins can help you meet your nutritional needs so you can get the most out of your day!*



Visit our full-service pharmacy for all of your prescription, health and wellness needs.



USP has tested and verified select Kirkland Signature™ supplements for their ingredients, potency and manufacturing process. USP sets official standards for dietary supplements. See www.usp-dsvp.org.

Exclusively from Costco Wholesale
WAREHOUSE/COSTCO.COM | AVAILABLE NOW
 Item #416076 (Daily Multi), #424976 (Mature Multi)

*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.

12-CC-1092mr

inside costco special events

New and exciting products available at warehouses for a limited time only

featured events

Look for (A) Onesole "The original interchangeable shoe," (B) Vitamix blenders and (C) Margaritaville apparel in warehouses during April. For an updated list of participating warehouses, go to Costco.com and search "onesole44," "vitamix6300" and "margaritaville44." For previously featured events, search "Jennifer Adams Event," "massagechairs44," "scarves" and "allacrossafrica" (formerly Rwandan baskets, jewelry and handbags).



Click [here](#) for a list of special events by region.

ALASKA

Anchorage

Apr 6 Osteoporosis Clinic

Juneau

Apr 26-May 5 Portable solar power

IDAHO

Boise

Apr 5-14 SmartSilk silk bedding

Coeur d'Alene

Apr 19-28 Women's apparel

Nampa

Apr 15-28 Women's fashion apparel

Apr 20 Osteoporosis Clinic

Pocatello

Apr 5-14 Jennifer Adams microfiber bedding

Twin Falls

Apr 13 Osteoporosis Clinic

MONTANA

Billings

Apr 20 Osteoporosis Clinic

Bozeman

Apr 12-21 Portable solar power

Apr 26-May 5 Spring Air mattresses

Helena

Apr 19-28 Portable solar power

OREGON

Albany

Apr 5-14 Storage sheds

Aloha

Apr 13 Osteoporosis Clinic

Bend

Apr 19-28 Bamboo bedding and towels

Apr 26-May 5 Traeger pellet grills

Clackamas

Apr 1-14 Women's fashion apparel

Apr 20 Osteoporosis Clinic

Eugene

Apr 5-14 Traeger pellet grills

Apr 13 Osteoporosis Clinic

Apr 19-28 Spring Air mattresses

Hillsboro

Apr 6 Osteoporosis Clinic

Apr 12-21 Jennifer Adams microfiber bedding

Medford

Apr 19-28 Storage sheds

Portland

Apr 5-14 Traeger pellet grills

Apr 27 Osteoporosis Clinic

Roseburg

Apr 12-21 Traeger pellet grills

Salem

Apr 6 Osteoporosis Clinic

Tigard

Apr 12-21 Portable solar power

Apr 12-21 Sebamed skin care

Warrenton

Apr 19-28 Portable solar power

Wilsonville

Apr 12-21 SmartSilk silk bedding

UTAH

Ogden

Apr 12-21 Storage sheds

Orem

Apr 12-21 Skate gear

Salt Lake City

Apr 26-May 5 Storage sheds

Sandy

Apr 15-28 Women's fashion apparel

Spanish Fork

Apr 13 Osteoporosis Clinic

West Bountiful

Apr 26-May 5 Jennifer Adams microfiber bedding

West Valley

Apr 12-21 Storage sheds

Apr 26-May 5 Spring Air mattresses

Apr 27 Osteoporosis Clinic

WASHINGTON

Aurora Village

Apr 12-21 Sebamed skin care

Apr 26-May 5 Spring Air mattresses

Bellingham

Apr 13 Osteoporosis Clinic

Burlington

Apr 12-21 Spring Air mattresses

Apr 19-28 Jennifer Adams microfiber bedding

Clarkston

Apr 13 Osteoporosis Clinic

Covington

Apr 20 Osteoporosis Clinic

Apr 26-May 5 Portable solar power

East Wenatchee

Apr 12-21 SmartSilk silk bedding

Apr 26-May 5 Portable solar power

Everett

Apr 26-May 5 Women's apparel

Federal Way

Apr 12-21 Storage sheds

Apr 27 Osteoporosis Clinic

Gig Harbor

Apr 12-21 Portable solar power

Issaquah

Apr 26-May 5 Library and panel wall beds

Apr 27 Osteoporosis Clinic

Kennewick

Apr 19-28 Traeger pellet grills

Kirkland

Apr 5-14 Spring Air mattresses

Apr 27 Osteoporosis Clinic

Marysville

Apr 12-21 Bamboo bedding and towels

Puyallup

Apr 12-21 Portable solar power

Seattle

Apr 26-May 5 Bamboo bedding and towels

Apr 26-May 5 Sebamed skin care

Sequim

Apr 5-14 Traeger pellet grills

Silverdale

Apr 6 Osteoporosis Clinic

Apr 19-28 Traeger pellet grills

Spokane

Apr 4-14 Traeger pellet grills

Apr 19-28 Portable solar power

Apr 26-May 5 Jennifer Adams microfiber bedding

N Spokane

Apr 5-14 Traeger pellet grills

Tacoma

Apr 5-14 Portable solar power

Apr 12-21 Library and panel wall beds

Apr 13 Osteoporosis Clinic

Apr 15-28 Women's fashion apparel

Tukwila

Apr 5-14 Jennifer Adams microfiber bedding

Apr 12-21 Spring Air mattresses

Apr 19-28 Traeger pellet grills

Apr 20 Osteoporosis Clinic

Tumwater

Apr 5-14 Jennifer Adams microfiber bedding

Apr 19-28 Specialty mattresses

E Vancouver

Apr 5-14 Traeger pellet grills

Apr 19-28 Portable solar power

Apr 29-May 12 Women's fashion apparel

Union Gap

Apr 15-28 Women's fashion

warehouse hours

Monday-Friday 10am-8:30pm

Saturday 9:30am-6pm

Sunday 10am-6pm

Costco.com open 24 hours

a day, 7 days a week

Additional Services

Costco Auto Program

1-800-800-9288;

www.costcoauto.com

Fife and Lynnwood, WA,

Business Centers, Print & Copy

Centers. Delivery to businesses,

more business products.

Open to all Costco members.

1-800-788-9968

specialty services

at your local warehouse or business center

ALASKA

Anchorage

Anchorage II

Juneau

IDAHO

Boise

Coeur d'Alene

Nampa

Pocatello

Twin Falls

MONTANA

Billings

Bozeman

Helena

Kalispell

Missoula

OREGON

Albany

Aloha

Bend

Clackamas

Eugene

Hillsboro

Medford

Portland

Roseburg

Salem

Tigard

Warrenton

Wilsonville

UTAH

Lehi

Murray

Ogden

Orem

St. George

Salt Lake City

Sandy

Spanish Fork

West Bountiful

West Valley

WASHINGTON

Aurora Village

Bellingham

Burlington

Clarkston

Covington

East Wenatchee

Everett

Federal Way

Fife Business Center

Gig Harbor

Issaquah

Kennewick

Kirkland

Lacey

Lynnwood Business Ctr.

Marysville

Puyallup

Seattle

Sequim

Silverdale

Spokane

N Spokane

Tacoma

Tukwila

Tumwater

Union Gap

Vancouver

E Vancouver

Woodinville

Services at all locations (except Fife and Lynnwood Business Centers)

ATM, Bakery, Deli/Produce, Executive Membership, Food Court or Hot Dog Cart, Fresh Meat, Pharmacy, Special Order Kiosk and Tire Service Center

Costco Travel.* 1-877-849-2730

Costco Services. A suite of discount business and consumer services.* 1-800-220-6000

*Also available at Costco.com

Dates and events are subject to change. Special Events for other regions may be found on Costco.com; type "special events" into the search box.

COSTCO SERVICES

Update

To learn more about our complete suite of Costco services, click on the "Services" link at Costco.com or call toll-free 1-800-220-6000.

HEALTHY HABIT

Better way to drink more water

THESE DAYS IT'S nearly impossible to talk about good health without talking about drinking several glasses of water a day. What better way to promote that healthy habit than to use a water delivery system for your business?

Costco's water delivery service includes delivery of 5-gallon bottles to your home or business, with a minimum of three—and up to 50—bottles of water every four weeks.

The service starts at \$15.99* for Executive Members and \$17.40* for Gold Star and Business members. That includes three bottles of water, which provide enough water for one to two people for four weeks. The service requires a one-year commitment, features brands such as Alhambra®, Crystal Springs® and Sparkletts®.

Among the 30,000 members using Costco's water delivery system is Melanie Bowers of Discovery Bay, California. After signing up for the service, she shared her experience with *The Connection*. "I just wanted to say thank you so much," says Bowers. "Alhambra ... has been wonderful. From the guy at Costco who took the time to explain everything to us, to the driver, to the customer-service representative, etc., everyone deserves to hear a thanks!"

An additional bonus for Executive Members includes two free* cases of half-liter bottles each year on the anniversary of their water service agreement. For more information, call 1-888-432-4823, or visit Costco.com and search "water13."



CONVENIENCE FOR CUSTOMERS

Take payments on the go

IF YOU'RE A small-business owner who conducts business at trade shows or outdoor markets, or if you provide off-site services, mobile credit-card processing isn't just a convenience, it's an essential business tool. Many business owners are finding that adding the option of mobile credit-card payments increases overall sales and the amount of individual transactions.

Elavon's VirtualMerchant Mobile app lets you accept payments anywhere you go, using your smartphone or tablet. The application works with most Apple and Android

mobile devices. You can easily key-enter payment information or choose to add Elavon's secure card reader to process swiped transactions. Customers simply sign the screen and an electronic receipt is emailed to them.

The VirtualMerchant Mobile app improves the sales experience for your customers, and can also help you save money because it eliminates the need for a dedicated phone line and additional equipment. It can also be used within your store to accept payments during peak sales seasons, essentially creating a new payment terminal without the added expense. The app even allows for the capture of the purchase description, invoice number and address information to provide detailed insights into payment activity.

For more information, visit Costco.com, select "Services" and then "Merchant Credit Card Processing." Or, call 1-866-451-4008 and reference code 83101.



SUITE OF SERVICES

Think Costco first

WHETHER YOU are looking to buy a home, start investing money or sign up for identity theft protection, the new *My Costco Services* guide is a great way to learn about Costco's services, which offer money-saving ways to take care of your family, business and home.

And, for a limited time, California Costco members who sign up for a new auto insurance policy with Ameriprise Auto & Home Insurance will receive a Costco Cash card*.

The new *My Costco Services* guide is available in Costco warehouses.



SMART SAVINGS

Reviewing your insurance

SPRINGTIME OFTEN HERALDS a season of life-changing events such as graduations and weddings. Because major life events can happen at any time, and there is no specific season for starting a home-based business or buying a car or home, it's a good idea to set aside time to review your auto, home and umbrella policies.

The review will not only show whether you have adequate coverage, but it also serves as a way to determine whether you are paying a fair and competitive rate.

A variety of factors go into determining insurance needs and rates, such as buying a new car or home, adding new drivers, changing the number of annual miles you put on your car and remodeling or making major purchases for your home.

Additionally, several factors may make policyholders eligible for discounts on insurance rates, including education level, multi-policy status and a history of safe driving, along with having a car equipped with airbags and antilock brakes or a home with a security system.

Costco's exclusive insurance provider, Ameriprise Auto & Home Insurance, provides these discounts plus an exclusive discount just for being a Costco member. To see how much you could save, call 1-888-404-5365 or visit Costco.com and search "protect."



Tablet or smartphone?

Scan or click here to see a complete list of Costco's Member Services. (See page 5 for scanning details.)

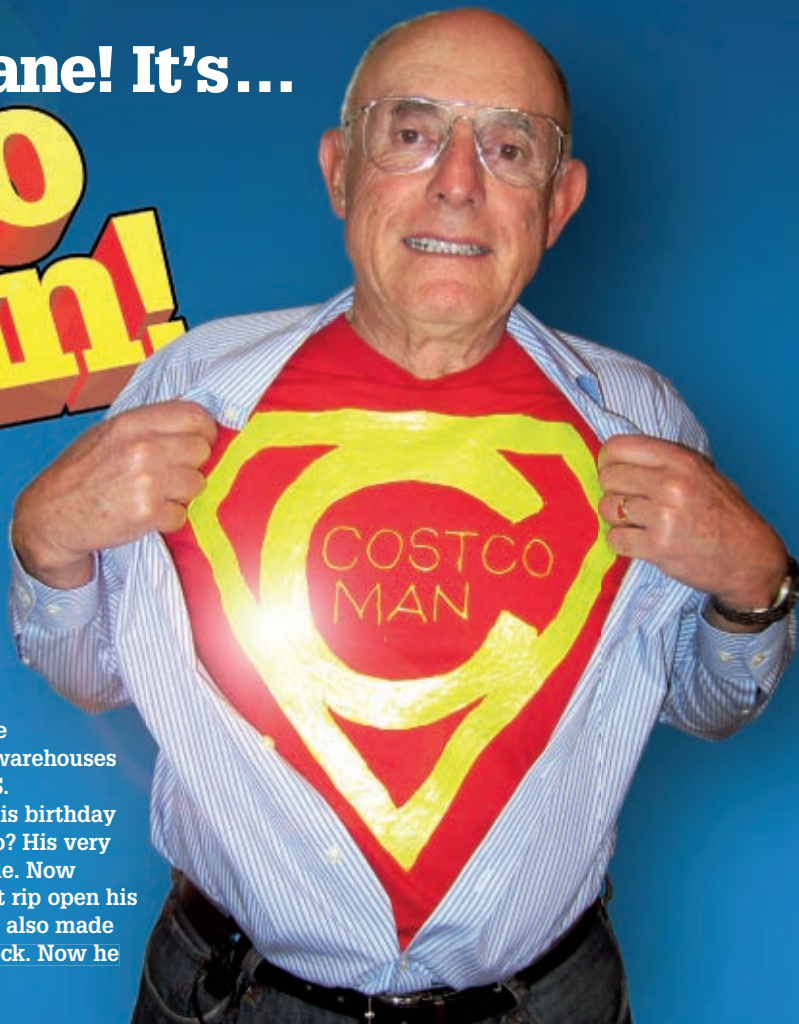
*Some restrictions apply. See "Services" at Costco.com for applicable terms and conditions. All services are provided by third parties, may not be available in all areas and are subject to change without notice.

It's a bird! It's a plane! It's...

Costco Man!

"MY HUSBAND, Ron Susi, is the ultimate Costco member. From his hearing aids and eyeglasses to his underwear and socks, he buys and dresses in Costco. Our vacation home furniture: from Costco. Our food and vitamins: from Costco. Christmas gifts: Costco Cash cards for the whole family. It's all purchased on our Costco American Express card, which gives us rebates from both Costco and American Express, promptly used for more Costco purchases. He never passes up the opportunity to visit new Costco warehouses as we travel. He finds them on his Costco-bought GPS.

So what could I possibly give to my husband for his birthday since he already has everything he wants from Costco? His very own "Costco Man" T-shirt, which I designed and made. Now when friends ask where he got something, he can just rip open his Costco dress shirt to reveal his Costco Man emblem. I also made him a shareholder by buying him shares of Costco stock. Now he truly is the real Super Costco Man."—Geraldine Susi



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Text-defying

THE NATIONAL Safety Council says 24 percent of motor vehicle crashes involve cellphone use, many caused by texting while driving, with thousands of fatalities and millions of injuries each



Tablet or smartphone?

To see a short video demo of the OTTER app, scan or click here. (See page 5.)

year. Seattle-area Costco member Erik Wood's daughter was almost one of those statistics.

"I was walking with my 3-year-old daughter [Eve] in late October 2009," he recalls. "We were very visible."

Eve was walking a few feet ahead of her dad when he noticed a car coming down the street.

"There's that quick moment where you realize this person is not slowing down at all," says Wood. "I pulled Eve back and the

car goes flying by. I looked up, and the lady was texting with her thumbs while driving with her wrists. She didn't even look up. She was oblivious to the fact that she almost committed manslaughter."

Some people would get angry. Wood got motivated. He engaged a couple of business partners and founded OTTER LLC (www.otterapp.com). Their flagship product, the OTTER (One Touch Tech Response) app, is designed to

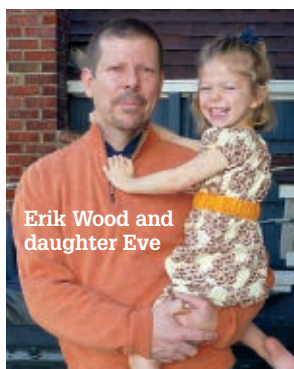
keep phones quiet when receiving texts, while also sending out a text auto-reply to keep drivers from being distracted by incoming text messages. A parental-control feature allows parents to set the app's functionality.

Wood says, "It's that Pavlovian response. You hear that chime and you've got to [respond]. Multitasking on the highway is simply not an acceptable behavior."

—Steve Fisher

We want to hear from you!

If you have a note, photo or story to share about Costco or Costco members, email it to connection@costco.com with "The Member Connection" in the subject line or send it to The Member Connection, The Costco Connection, P.O. Box 34088, Seattle, WA 98124-1088. Submissions cannot be acknowledged or returned.



Erik Wood and daughter Eve

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Costco Services: Costco Auto Program